

朝陽科技大學 099學年度第1學期教學大綱  
Business English 商業英文

當期課號	2451	Course Number	2451
授課教師	劉熒潔	Instructor	LIU, YING CHIEH
中文課名	商業英文	Course Name	Business English
開課單位	資訊管理系(四日)三A	Department	
修習別	必修	Required/Elective	Required
學分數	2	Credits	2
課程目標	本課程之對象為以英文為第二語言之學生，培養其在職場中閱讀及撰寫商業英文的能力。課程中的各個單元針對工作場合中經常接觸到的各類英文文件及英文訊息，使學生能輕鬆閱讀商業英文，並有能力撰寫各類專業之商業英文訊息。	Objectives	This course is designed to provide students of English as a Second Language with the language skills to help them interact effectively with colleagues in the workplace. Each unit has one or more topics which everyone faces at work. The course focuses mainly on reading and writing business documents and messages.
教材	教材自編(暫訂)	Teaching Materials	Edited by the lecturer
成績評量方式	期中考: 10分 期末考: 10分 期中報告: 20分 期末報告: 30分 平時成績: 30分	Grading	Midterm examination: 10% Final examination: 10% Midterm report: 20% Final report: 30% Class participation : 30%
教師網頁	<a href="http://www.cyut.edu.tw/~allanliu/">http://www.cyut.edu.tw/~allanliu/</a>		
教學內容	本課程設計為給資管系大學部同學增強其職場的英文聽說讀寫能力，課程內容是以一個模擬的商業環境來讓同學熟悉英文的使用，包含： (1)電話禮節 (2)約會 (3)社交 (4)簡報 (5)溝通協調 (6)銷售與促銷 (7)解決問題 (8)找工作	Syllabus	This course is designed for IM junior students to enhance their Business English ability. The course objective is designed to let students learn the following topics: (1)phone call (2)make an appointment (3)socializaing (4)presentation (5)Negotiation (6)Sales and promotion (7)problem solving (8)job hunting

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