

朝陽科技大學 099學年度第1學期教學大綱
Advanced Readings in Business English 進階商用英文閱讀

當期課號	3493	Course Number	3493
授課教師	王宛玲	Instructor	WANG,WAN LING
中文課名	進階商用英文閱讀	Course Name	Advanced Readings in Business English
開課單位	應用外語系(二進)四A	Department	
修習別	選修	Required/Elective	Elective
學分數	2	Credits	2
課程目標	本課程設計以實際國際企業之英文個案作分析討論研究，以英語口頭報告之方式來進行討論，增強同學以英文作商業管理邏輯思考能力，強調以理論為基礎來思考出自看法與意見，以期在未來工作上作出正確的商業決定。另強調以英語直接溝通商業管理問題之能力，強化同學英語溝通及討論之實力。	Objectives	This course is designed to use the real business cases to analyze, to discuss and to organize the managerial knowledge. We try to build up the English environment to think logically and to express correctly. English presentation and free discussion are our instruments. The focus of this class is to establish the learner's ability of making the correct and the suitable business decisions.
教材	書名: CASE STUDIES IN INTERNATIONAL MANAGEMENT 作者: CHRISTOPHER SAWYER-LAUCANNO 出版社: PRENTICE HALL REGENTS	Teaching Materials	TITLE: CASE STUDIES IN INTERNATIONAL MANAGEMENT WRITER: CHRISTOPHER SAWYER-LAUCANNO PUBLISHED BY: PRENTICE HALL REGENTS
成績評量方式	1. 出席率: 15% 2. 課堂參與: 10% 3. 作業: 20% 4. 報告: 40% 5. 期中及期末考: 15%	Grading	1. Attendance: (15%) You are expected to attend all classes. Missing more than FOUR meetings of the class, including excused absences, may lead to your failure in this course. 2. In-Class Participation: (10%) You are encouraged to participate actively in class discussion, and make comments or ask questions about concepts or issues. Your grade will be based on your participation in class discussion/activities. 3. Assignments: (20%) The grade will be based on out-of-class assignments you are asked to do from time to time. You need to take responsibility for turning homework exercises in at the right place and time. Assignments should be turned in at the beginning of class on the due date. The written work you submit must be typed. 4. Presentation: (40%) You are expected to give in-class oral presentations on certain assigned topic and lead class discussions. Further details will be provided later. 5. Midterm Exam & Final Exam: (15%) Further details will be provided later.
教師網頁			
	1. 課程介紹 2. 基本閱讀技巧 3. 個案研究: Fitzburg Tire Company 4. 個案研究: Wilson Chemicals Ltd 5. 個案研究: Millars Bank		1. Introduction to the course 2. Basic reading skills 3. Case study: Fitzburg Tire Company 4. Case study: Wilson Chemicals Ltd 5. Case study: Millars Bank

<p>教學內容</p>	<p>6. 個案研究: Leclerc Machines de Cuisine 7. 個案研究: Tanaka Komuten Company 8. 期中考 9. 個案研究: Harding Tool Corporation 10. 個案研究: Comtec Corporation 11. 個案研究: Hanover Public Systems 12. 個案研究: International Carpet Wholesalers 13. 個案研究: Yoon-Choi Corporation 14. 個案研究搜集與探討 I 15. 個案研究搜集與探討 II 16. 個案研究搜集與探討 III 17. 期末考</p>	<p>Syllabus</p>	<p>6. Case study: Leclerc Machines de Cuisine 7. Case study: Tanaka Komuten Company 8. Midterm Exam 9. Case study: Harding Tool Corporation 10. Case study: Comtec Corporation 11. Case study: Hanover Public Systems 12. Case study: International Carpet Wholesalers 13. Case study: Yoon-Choi Corporation 14. Make your own case series I 15. Make your own case series II 16. Make your own case series II 17. Final Exam</p>
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尊重智慧財產權，請勿非法影印。