朝陽科技大學 099學年度第2學期教學大綱
Business English 商用英文

當期課號	1159	Course Number	1159
授課教師	徐惠萍	Instructor	HSU,HUI PING
中文課名	商用英文	Course Name	Business English
開課單位	企業管理系(四日)三C	Department	
修習別	必修	Required/Elective	Required
學分數	3	Credits	3
課程目標	在今日各種生意往來及商業場合除了中文外,英文已成爲國際商務往來的共同語言.本課程之內容及目標如下:1.商用英文書信-幫助學習者在最短時間內寫出合適的商用書信.2.商用英文會話-在VCR實況中讓學習者有機會將自己投射在實際環境中以縮短書面文字與真實情境的認知差距	Objectives	This course is designed to help the students quickly write the most important business letters used today and each unit is designed to lend itself to various activities/role plays where the students can bring their personal experience to the situation. Those videos are the perfect way to expose students to the interpersonal side of real business world.
教材	Profile 2 John Naunton Oxford	Teaching Materials	Profile 2 John Naunton Oxford
成績評量方式	平時成績50%:出席+課堂討論+作業+小考 期中考25%:商業情境對話編劇劇本 期末考25%:商業情境對話演練	Grading	Class participation50%: attendance+class discussion+assignment+quiz Midterm 25%:business conversation drama script Final 25%:business conversation roll-play drill
教師網頁			
教學內容	1. Communication 2. Careers 3. Employment 4. Import-Export 5. Marketing 6. Retail 7. Competition 8. Innovation 9. Money/Negotiation 10. Market research 11. Investment 12. Ethics	Syllabus	1. Communication 2. Careers 3. Employment 4. Import-Export 5. Marketing 6. Retail 7. Competition 8. Innovation 9. Money/Negotiation 10. Market research 11. Investment 12. Ethics

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