

# 100-2 大葉大學 完整版課綱

## 基本資訊

|           |              |            |                |
|-----------|--------------|------------|----------------|
| 課程名稱      | 商務溝通         | 科目序號 / 代號  | 2032 / ELF4018 |
| 開課系所      | 英美語文學系       | 學制 / 班級    | 大學日間部4年1班      |
| 任課教師      | 倪淑芳          | 專兼任別       | 專任             |
| 必選修 / 學分數 | 選修 / 2       | 畢業班 / 非畢業班 | 畢業班            |
| 上課時段 / 地點 | (三)34 / J320 | 授課語言別      | 英文             |

## 課程簡介

This course is designed for people interested in developing their communication skills for business and the main focus of this course is on functional English that course participants need to communicate in different business environments. It is expected at the end of the course, students will develop a good foundation of business English skills to help them communicate and function in a wide range of business situations in the future.

## 課程大綱

1. To understand basics in Business English.
2. To be familiar with basic skills in business senses.
3. To be familiar with issues in business environment.
4. To be familiar with communication skills in business environment.
5. To be familiar with skills in presenting ideas in business environment.

## 基本能力或先修課程

Good English speaking and listening skills.

## 課程與系所基本素養及核心能力之關連

-  基本能力
-  專業能力
-  實踐能力
-  整合能力素養
-  精進成長素養
-  人際關係素養
-  國際視野素養

## 教學計畫表

| 系所核心能力 | 權重(%)<br>【A】 | 檢核能力指標(績效指<br>標)  | 教學策略                          | 評量方法及配分<br>權重   | 核心能力<br>學習成績<br>【B】 | 期末學習<br>成績<br>【C=B*A<br>】 |
|--------|--------------|---|-------------------------------|---|---------------------|---------------------------|
| 基本能力   | 15%          | 1. Listening: To comprehend various contents and accents<br>2. Speaking: To achieve oral accuracy and fluency<br>3. Reading: To comprehend gist, details, implications in different contexts<br>4. Writing: To compose grammatically correct and comprehensible paragraphs<br>5. Translating: To develop knowledge and techniques of translation between Chinese and English  | 講述法<br>個案討論<br>小組合作<br>學生上台報告 | 分組報告: 15%<br>小考: 10%<br>期中考: 20%<br>期末考: 25%<br>作業: 20%<br>課程參與度: 10% | 加總: 100             | 15                        |
| 專業能力   | 20%          | 1. Literature: To appreciate and comprehend literary works of western masters<br>2. Linguistics: To acquire fundamental knowledge on structures and applications of English language<br>3. Translation and Interpretation: To translate and interpret properly between Chinese and English<br>4. English language teaching: To understand theories, approaches, issues in the topic area<br>5. Listening and Speaking: To organise thoughts and present in well-structured forms<br>6. Reading and Writing: To comprehend, analyse, | 講述法<br>個案討論<br>小組合作<br>學生上台報告 | 分組報告: 15%<br>小考: 10%<br>期中考: 20%<br>期末考: 25%<br>作業: 20%<br>課程參與度: 10% | 加總: 100             | 20                        |

|        |     |   |  |   |         |    |
|--------|-----|---|--|---|---------|----|
| 實踐能力   | 15% | <p>1. Oral Presentation: to present ideas and thoughts in a well-structured form with modern technology</p> <p>2. Composition: to compose academic papers according to required formats</p> <p>3. Translation: to translate short stories, essays or newspapers</p> <p>4. Communication: to communicate efficiently</p> | <p>講述法<br/>個案討論<br/>小組合作<br/>學生上台報告</p>          | <p>分組報告: 15%<br/>小考: 10%<br/>期中考: 20%<br/>期末考: 25%<br/>作業: 20%<br/>課程參與度: 10%</p> | 加總: 100 | 15 |
| 整合能力素養 | 10% | <p>1. Integration: To develop, organise and manage issues from different perspectives</p> <p>2. Co-ordination: To accept different opinions and foster teamwork spirit</p> <p>3. Leadership: To lead and provide guidance</p>   | <p>講述法<br/>個案討論<br/>小組合作<br/>學生上台報告</p>          | <p>分組報告: 15%<br/>小考: 10%<br/>期中考: 20%<br/>期末考: 25%<br/>作業: 20%<br/>課程參與度: 10%</p> | 加總: 100 | 10 |
| 精進成長素養 | 10% | <p>1. Autonomy: To organise, plan and complete tasks independently</p> <p>2. Critical thinking: To form logical interpretation and criticism on different issues</p> <p>3. Self-esteem: To respect self and others</p>  | <p>講述法<br/>個案討論<br/>小組合作<br/>學生上台報告</p>          | <p>分組報告: 15%<br/>小考: 10%<br/>期中考: 20%<br/>期末考: 25%<br/>作業: 20%<br/>課程參與度: 10%</p> | 加總: 100 | 10 |
| 人際關係素養 | 15% | <p>1. Professional ethics: To equip well-rounded professional concepts and attitudes</p> <p>2. Humanistic concerns: To cultivate compassion, sympathy and empathy for others</p> <p>3. Interpersonal relationship: To practice interpersonal communication efficiently</p>  | <p>講述法<br/>小組討論<br/>個案討論<br/>小組合作<br/>學生上台報告</p> | <p>分組報告: 15%<br/>小考: 10%<br/>期中考: 20%<br/>期末考: 25%<br/>作業: 20%<br/>課程參與度: 10%</p> | 加總: 100 | 15 |

|        |     |   |                             |   |         |    |
|--------|-----|---|-----------------------------|---|---------|----|
| 國際視野素養 | 15% | 2. Global citizenship: To have compassion for the world<br>1. World vision: To recognise the importance of self to the world<br>3. International awareness: To be aware of and respect different cultures | 講述法<br>小組討論<br>個案討論<br>小組合作 | 分組報告: 15%<br>小考: 10%<br>期中考: 20%<br>期末考: 25%<br>作業: 20%<br>課程參與度: 10% | 加總: 100 | 15 |
|--------|-----|---|-----------------------------|---|---------|----|

### 成績稽核

期末考: 25%  
 作業: 20%  
 期中考: 20%  
 分組報告: 15%  
 小考: 10%  
 課程參與度: 10%

### 教科書(尊重智慧財產權，請用正版教科書，勿非法影印他人著作)

| 書名  | 作者        | 譯者 | 出版社                 | 出版年  |
|---|-----------|----|---------------------|------|
| Communicating in Business English (with CD) | Dignen B. |    | Compass Publishing. | 2003 |

### 參考教材及專業期刊導讀(尊重智慧財產權，請用正版教科書，勿非法影印他人著作)

| 書名   | 作者   | 譯者 | 出版社 | 出版年 |
|--|--|----|-----|-----|
| http://www.ego4u.com/en/business-english/communication | http://www.ego4u.com/en/business-english/communication |    |     | 0   |

### 上課進度

| 週次 | 教學內容                    | 分配時數(%) |    |    |    |    |
|----|-------------------------|---------|----|----|----|----|
|    |                         | 講授      | 示範 | 習作 | 實驗 | 其他 |
| 1  | Course introduction     | 90      | 0  | 10 |    |    |
| 2  | Chapter 1 and Chapter 6 | 60      | 10 | 30 |    |    |
| 3  | Chapter 1               | 60      | 10 | 30 |    |    |
| 4  | Chapter 2 and Chapter 6 | 60      | 10 | 30 |    |    |
| 5  | Chapter 2               | 60      | 10 | 30 |    |    |

|    |                         |    |    |     |
|----|-------------------------|----|----|-----|
| 6  | Chapter 3 and Chapter 6 | 60 | 10 | 30  |
| 7  | Chapter 3               | 60 | 10 | 30  |
| 8  | Mid-term exam           | 0  | 0  | 100 |
| 9  | Chapter 3 and Chapter 6 | 60 | 10 | 30  |
| 10 | Chapter 4               | 60 | 10 | 30  |
| 11 | Chapter 4 and Chapter 6 | 60 | 10 | 30  |
| 12 | Chapter 4               | 60 | 10 | 30  |
| 13 | Chapter 5               | 60 | 10 | 30  |
| 14 | Chapter 5 and Chapter 6 | 60 | 10 | 30  |
| 15 | Chapter 5               | 60 | 10 | 30  |
| 16 | Review                  | 60 | 10 | 30  |
| 17 | Presentation            | 10 | 0  | 90  |
| 18 | Mid-term exam           | 0  | 0  | 100 |

---