

102-2 大葉大學 完整版課綱

基本資訊

課程名稱	國際企業商用英文(二)	科目序號 / 代號	2360 / IBM1032
開課系所	國際企業管理學系	學制 / 班級	大學日間部2年2班
任課教師	杜凱蕾	專兼任別	專任
必選修 / 學分數	必修 / 3	畢業班 / 非畢業班	非畢業班
上課時段 / 地點	(二)789 / B502	授課語言別	中文

課程簡介

The goal of this course is to give you intensive practice in English listening and speaking. We will accomplish this through discussion of the course theme, western culture and thought. Each week will be devoted to a discussion topic related to the course theme. You will practice expressing your views in English in small groups, and then share them with the class during whole class discussions. In addition, you will take part in the midterm and final group presentations. The presentations and discussions will have four benefits. They will give students an opportunity to develop their English fluency, improve their critical thinking skills, promote a better understanding of the cultural roots of the English language, and serve as a source of the English grammar, vocabulary, and idioms that we will study in class.

課程大綱

This course will improve both your English fluency and your understanding of the English language. It is organized as a discussion workshop based on a series of weekly topics related to the course theme, Western history, culture and way of thought. The discussion questions are more challenging and require deeper thought than the materials in most English textbooks. Whatever your point of view, you need to express it clearly and convincingly in English. Before class each week, please prepare by downloading the discussion questions from the icourse system and thinking about them on your own. Your attendance and participation in the topic discussions will account for 60% of your course grade.

In addition to the discussions, you will take part in group presentations for the midterm and final exams. Each presentation will be worth 20% of your course grade.

Regular attendance is essential in this course. More than half of our class time will involve conversation activities. If you are excused for missing a class, you will not lose points. However, you will not be able to “make up” for lost progress. The only way to interact with your classmates is to come every week.


To be excused for missing a class, you must apply for leave through the school's online system. However, even if you apply, you must talk with me to make sure that I excuse you.

基本能力或先修課程


This course is designed for International Business majors with advanced English listening ability.


課程與系所基本素養及核心能力之關連

社會倫理

 管理知識

 整合應用

 國際視野

 溝通合作

創新思考

教學計畫表

系所核心能力	權重(%) 【A】	檢核能力指標(績效指 標)	教學策略	評量方法及配分 權重	核心能力 學習成績 【B】	期末學習 成績 【C=B*A 】
管理知識	10%	培養學生具備基礎商業知識，並對資訊掌握、邏輯運用有基礎認知，具備基礎整合、規劃的能力。	講述法 小組合作 學生上台報告	期中考: 20% 期末考: 20% 作業: 10% 課程參與度: 20% 小組合作狀況: 30%	加總: 100	10
整合應用	70%	能呈現出相關知識、技能與態度，能選擇有效方法將所設定目標完成，能有效地達成任務(職能)所賦予的要求。	講述法 小組合作 學生上台報告	期中考: 20% 期末考: 20% 作業: 10% 課程參與度: 20% 小組合作狀況: 30%	加總: 100	70
國際視野	10%	能夠檢視不同國家、文化間的差異、且能夠體會不同國家、文化對個人行為、態度和溝通的影響	講述法 小組合作 學生上台報告	期中考: 20% 期末考: 20% 作業: 10% 課程參與度: 20% 小組合作狀況: 30%	加總: 100	10
溝通合作	10%	能向他人學習、教導他人或對現狀進行檢討反思，且能使用口語、書面或其他形式適切地表達，同時且具備參與、溝通協調、合作之精神，能在多元文化環境中執行所交付的任務。	講述法 小組合作 學生上台報告	期中考: 20% 期末考: 20% 作業: 10% 課程參與度: 20% 小組合作狀況: 30%	加總: 100	10

成績稽核

小組合作狀況: 30%

期中考: 20%

期末考: 20%

課程參與度: 20%

作業: 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
Intelligent Business (Pre - intermediate)	Christine Johnson	None		2006

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
無參考教材及專業期刊導讀				

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	02/18 Course Introduction & 智財權宣導(含告知學生應使用 正版教科書)	25	0	25	0	50
2	02/25 IB Unit 8: Job-Seeking	25	0	25	0	50
3	03/04 IB Unit 8: Job-Seeking	25	0	25	0	50
4	03/11 IB Unit 9: Selling	25	0	25	0	50
5	03/18 IB Unit 9: Selling	25	0	25	0	50
6	03/25 IB Unit 10: Price	25	0	25	0	50
7	04/01 IB Unit 10: Price	25	0	25	0	50
8	04/08 Midterm Presentations	25	0	25	0	50
9	04/15 Midterm Exams	25	0	25	0	50
10	04/22 IB Unit 11: Insurance	25	0	25	0	50
11	04/29 IB Unit 11: Insurance	25	0	25	0	50
12	05/06 IB Unit 12: Service	25	0	25	0	50
13	05/13 IB Unit 12: Service	25	0	25	0	50
14	05/20 IB Unit 13: Productivity	25	0	25	0	50
15	05/27 IB Unit 13: Productivity	25	0	25	0	50
16	06/03 Job Interview Preparation	25	0	25	0	50
17	06/10 Job Interviews	25	0	25	0	50
18	06/17 Final Exam	25	0	25	0	50