

103-2 大葉大學 完整版課綱

基本資料

課程名稱	國際企業商用英文(二)	科目序號/代號	1360 / IBM1032
必選修/學分數	必修 /3	上課時段/地點	(四)234 /B402
授課語言別	英文	成績型態	數字
任課教師 / 專兼任別	杜凱蕾 / 專任	畢業班/非畢業班	非畢業班
學制/系所/年班	大學日間部 / 國際企業管理學系 / 2年2班		

課程簡介與目標

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

-  國際視野
 -  溝通合作
 -  創新思考
 -  專業知識
 -  企業倫理
 -  整合應用
-

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 】
國際視野	25	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	課堂討論: 50% 課程參與度: 50%	加總: 100	25
溝通合作	25	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 小組討論 小組合作	課堂討論: 25% 小組合作狀況: 25% 口頭報告: 25% 書面報告: 25%	加總: 100	25
創新思考	15	能以創新的思維來發現問題及分析、解決問題的能力。	講述法 個案討論 小組合作	課堂討論: 25% 小組合作狀況: 25% 口頭報告: 25% 書面報告: 25%	加總: 100	15
專業知識	25	培養學生具備基礎管理知識,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	期中考: 50% 期末考: 50%	加總: 100	25
企業倫理	5	瞭解專業倫理及社會責任,培養自我省思及人文關懷的能力	講述法 個案討論 小組合作	課堂討論: 25% 小組合作狀況: 25% 口頭報告: 25% 書面報告: 25%	加總: 100	5
整合應用	5	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	分組報告: 25% 小組合作狀況: 25% 口頭報告: 25% 書面報告: 25%	加總: 100	5

成績稽核

課堂討論: 23.75%

口頭報告: 12.5%

期末考: 12.5%

書面報告: 12.5%

課程參與度: 12.5%

期中考: 12.5%

小組合作狀況: 12.5%

分組報告: 1.25%

書籍類別 (尊重智慧財產權, 請用正版教科書, 勿非法影印他人著作)

書籍類別	書名	作者
教科書	Intelligent Business	Christine Johnson

上課進度

週次	教學內容	教學策略
1	Course Introduction & 智財權宣導(含告知學生應使用正版教科書)	講述法
2	Unit 9: Selling: Hard to reach	講述法
3	Unit 10: Prices: Pushing down prices	講述法
4	Special topic: Emotional appeals in advertising	講述法、 小組討論
5	Unit 11: Insurance: Honesty is the best policy	講述法
6	Unit 12: Service: A complaint is a gift	講述法
7	Presentation 1: Advertisements	講述法、 小組討論、 個案討論、 小組合作
8	Presentation 1: Advertisements	講述法、 小組討論、 個案討論、 小組合作
9	Midterm Exam	Midterm Exam
10	Unit 13: Productivity: Fighting back	講述法
11	Unit 14: Creativity: How to be a brilliant thinker	講述法
12	Unit 15: Motivation: Having fun at work	講述法
13	Writing your resume	講述法
14	Writing a cover letter	講述法

15	Putting it all on LinkedIn	書面報告、 講述法
16	Job interview preparation	講述法、 小組討論、 小組合作
17	Simulated job interview	講述法、 小組討論、 小組合作
18	Final exam	Final exam