

103-2 大葉大學 選課版課綱

基本資料

課程名稱	商管英文	科目序號/代號	2517 /IMB3001
必選修/學分數	必修 /2	上課時段/地點	(三)AB /B303
授課語言別	中文	成績型態	數字
任課教師 / 專兼任別	陳淑明 / 專任	畢業班/非畢業班	
學制/系所/年班	進修學士班 / 資訊管理學系 / 2年1班		

課程簡介與目標

The course aims to help students get the overall idea of business management. The students in the class will not only gradually gain their knowledge of business management, but build their English communicative confidence and competence. In the end, they will get familiar with the terms used in the business management, and they will be able to communicate properly in various English business social context.

課程大綱

Important and interesting subjects included in the class might be:

(a) Business environment and ownership, (b) Management functions and leadership, (c) Communication and Information Systems, (d) production , manufacturing, and Marketing, (e) a job interview, (f) E-mails, memos, business letters (g) Working on a project, (h) Office management, (i) Meetings and presentations , (j) New Technological Inventions, (k) Career Change, (l) The facebook Craze

基本能力或先修課程

The students who take this course need to have the low intermedate level of English.

課程與系所基本素養及核心能力之關連

-  基礎能力
-  專業能力
-  實踐能力
-  素養指標

