

## 97-1 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(五)	科目序號 / 代號	1789 / IBM3080
開課系所	國際企業管理學系	學制 / 班級	大學日間部3年1班
任課教師	Philip	專兼任別	兼任
必選修 / 學分數	選修 / 3	畢業班 / 非畢業班	非畢業班
上課時段 / 地點	(二)567 / B309	授課語言別	德文

### 課程簡介

The objective of this course is to help you learn two things: how to do business in English and the language you need to do it. The course is divided into eight units, but we will only have time to cover seven of them this semester. Each unit is divided into six modules:

#### 1. About business

These modules contain language for the topic area of each unit. The focus is on understanding the topic and the general sense of the texts – don't worry too much about details such as new vocabulary.

#### 2. Vocabulary

These modules build on the important words and phrases introduced in the previous module and provide thorough practice.

#### 3. Grammar

The first part of these modules – Test yourself – tests your knowledge of important grammatical structures. Do this before and/or after the practice activities in the second part. If necessary, refer to the grammar and practice section at the end of the book for help.

#### 4. Speaking

These modules develop understanding and speaking skills in typical business situations. Good and bad examples are given for comparison, and the speaking activities allow you to practice key phrases and skills in realistic situations with other people.

#### 5. Writing

These modules provide practice for the most important types of document you will have to write at work. Model texts are examined and used as a basis to write your own.

#### 6. Case study

The case studies provide an opportunity to apply all the language, skills and ideas you have worked on in the unit. They present authentic problem-solving situations similar to those you will meet in business.

### 課程大綱

We will cover eight topics during the semester. Each topic will take two weeks ,except the final topic, which will take one week. The topics are as follows:

1. Living abroad
2. Dealing with customers
3. Operations
4. Success stories
5. Selling
6. The organization
7. The stock markets
8. Going global

### 基本能力或先修課程

Students should have pre-intermediate English.

### 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

### 成績稽核

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
無參考教科書				

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	課程簡介	100				
2	Living abroad					
3	Dealing with customers					
4	Dealing with customers					

5	Operations
6	Operations
7	Success stories
8	Success stories
9	Mid-semester presentations
10	Mid-semester presentations
11	Selling
12	Selling
13	The organization
14	The organization
15	The stock markets
16	The stock markets
17	Going global
18	Final exam

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