

101-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	商管英文	Serial No. / ID	1063 / BAM2067
Dept.	企業管理學系	School System / Class	大學日間部2年1班
Lecturer	唐啟發	Full or Part-time	專任
Required / Credit	Required / 2	Graduate Class	No
Time / Place	(三)9A / B401	Language	Chinese

Introduction

- 1.To nurture students to be middle management professionals, who are able to communicate well and work in teams, and having high ethical sense and c r e a t i v e capability, which keenly hired by businesses.
- 2.To strengthen management theory and research capability.
- 3.To realize the theory and practice are equally important teaching concept.

Outline

English Communication focuses on studying of structure, usage, and vocabulary of English as a necessary introduction to effective communication (speaking and presentation). This course emphasizes on the development of paragraphs to communicate ideas in spoken English. Students are encouraged to exercise critical thinking and clear, correct language in their communication ability. In order to improve the necessary skills, each student will be required to read a lot of business related articles, do individual speech and group-dialogue presentations, and complete a final exam.

Prerequisite

- 1)Learn to use better communication skills in one-on-one conversations.
- 2)Give appropriate and effective introductions.
- 3)Outline and deliver presentations to a group of people.
- 4)Demonstrate an ability to speak to a group of people.
- 5)Learn effective listening techniques.
- 6)Understand the ethical in negotiation and communication in English.