

103-2 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	1360 / 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	(四)234 / B402	授課語言別	英文

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

-  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(肯學): 50% 課程參與度(肯學): 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(肯學): 25% 小組合作狀況(肯負責): 25% 口頭報告(肯付出): 25% 書面報告(肯付出): 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(肯學): 25% 小組合作狀況(肯負責): 25% 口頭報告(肯付出): 25% 書面報告(肯付出): 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(肯學): 50% 期末考(肯學): 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(肯學): 25% 小組合作狀況(肯負責): 25% 口頭報告(肯付出): 25% 書面報告(肯付出): 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(肯付出): 25% 小組合作狀況(肯負責): 25% 口頭報告(肯付出): 25% 書面報告(肯付出): 25%	加總: 100	5

成績稽核

課堂討論(肯學): 23.75%
 期中考(肯學): 12.50%
 期末考(肯學): 12.50%
 口頭報告(肯付出): 12.50%
 書面報告(肯付出): 12.50%
 課程參與度(肯學): 12.50%
 小組合作狀況(肯負責): 12.50%
 分組報告(肯付出): 1.25%

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	Christine Johnson	n.a.	n.a.	0

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
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無參考教材及專業期刊導讀

上課進度		分配時數(%)				
週次	教學內容	講授	示範	習作	實驗	其他
1	Course Introduction & 智財權宣導(含告知學生應使用正版教科書)	0	0	0	0	0
2	Unit 9: Selling: Hard to reach	0	0	0	0	0
3	Unit 10: Prices: Pushing down prices	0	0	0	0	0

4	Special topic: Emotional appeals in advertising	0	0	0	0	0
5	Unit 11: Insurance: Honesty is the best policy	0	0	0	0	0
6	Unit 12: Service: A complaint is a gift	0	0	0	0	0
7	Presentation 1: Advertisements	0	0	0	0	0
8	Presentation 1: Advertisements	0	0	0	0	0
9	Midterm Exam	0	0	0	0	0
10	Unit 13: Productivity: Fighting back	0	0	0	0	0
11	Unit 14: Creativity: How to be a brilliant thinker	0	0	0	0	0
12	Unit 15: Motivation: Having fun at work	0	0	0	0	0
13	Writing your resume	0	0	0	0	0
14	Writing a cover letter	0	0	0	0	0
15	Putting it all on LinkedIn	0	0	0	0	0
16	Job interview preparation	0	0	0	0	0
17	Simulated job interview	0	0	0	0	0
18	Final exam	0	0	0	0	0
