

100-1 大葉大學 完整版課綱 - 基本資料

基本資訊

課程名稱	商管英文	科目序號 / 代號	2450 / BAM2067
開課系所	企業管理學系	學制 / 班級	大學日間部2年1班
任課教師	張雅淳	專兼任別	兼任
必選修 / 學分數	必修 / 2	畢業班 / 非畢業班	非畢業班
上課時段 / 地點	(四)56 / P301	授課語言別	英文

課程簡介

This course will develop students' skills in the global language of commerce - English. Whether students are preparing for further MBA program or for business English proficiency, or simply want to communicate better in business relations, this course provides vital skills and knowledge. Also, this course will help students to enlarge their vocabulary by introducing business and management terminologies in English, which will later enable students to read journal articles. Most importantly, this course will offer students a lot of opportunities to practice speaking skills as they develop their language skills.

課程大綱

Topics in this course include (but not limited to):

1. Marketing
2. Advertising
3. Sales
4. Business management
5. Information management
6. Company organization and culture
7. Management and leadership
8. International trade and regional economics
9. Globalization

基本能力或先修課程

Basic English ability

