

開課系級 Year of the class	課號 class	班別	學分	中文課名 course name	教師姓名 lecturer
二	EL225		2	Business English (商業英語)	待聘

◆課程大綱 Syllabus

一.課程目標 Goal	中	推廣職場教育，以商用英文之理論與實務，增進學生對商用職場教育之瞭解，進而培育職場人才；協助大二學生準備 TOEIC 及 TOEFL 國際英語能力認證。
	英	To advocate Business English & its applicable knowledge to make students be familiar with basic, office-use vocabulary, workplace-use phrases, international business theories and hands-on examples, to stimulate their professional learning interests, and to help second-year college students prepare similar TOEIC Tests.
二.先修科目 Pre-requisite	中	大一英文
	英	First-year University English (I & II).
三.課程大綱 Outline	中	瞭解自己對職場英文的學習興趣，熟悉職場上商務溝通技巧，於梯隊學習期間應用所學在 TOEIC (TOEFL、GEPT) 等考試、專案製作。
	英	To make students know their interests in learning <i>Business English</i> , to be familiar with business communication skills (e.g., in written and oral forms) in workplaces, to create the students' hypothetical companies, products, promotional plans, etc., to apply what students have learned in business projects, some current business news, and tests, such as TOEIC (or TOEFL / or GEPT).
四.指定用書 Textbook	中	Barnard, R., & Cady, J. (2009). <i>Business Venture 1 & 2</i> . New York: Oxford University Press. (Highly replaceable).
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五.參考書籍 Reference	中	課堂講義與網站資料。
	英	Students will heavily rely on in-class handouts, workplace articles, business news and relevant online information (i.e., https://portal.yzu.edu.tw).
六.教學方式 Teaching Approach	中	結合課堂講授、平時練習、課堂參與對話、課堂作業、分組討論、小型研討會、主題發表分享、TOEIC 考試技巧、專題製作、課外觀摩教學、期末聚會。
	英	The teaching styles, methods and activities are utilized: class lectures, in-class exercises, dialogue practices, after-class assignments, group discussions, and business meetings, workplace conferences, role-playing scenarios, TOEIC testing skills, business trips, final projects & a business party.
七.講義位址 handout (http://)	中	營隊教學方式依據學員之多元智能學習和參考「菜單式」作業點餐法，讓學員有多樣選擇作業之機會，以達成以學生為中心之教學方式、多元學習的理想與結業成果的要求。
	英	Based on the students' multiple intelligences and student-center teaching/learning approaches, this course design will make students choose their own assignments from a designated assignment—"Business Course Menu." These multiple learning styles will help the students succeed in class and meet the course requirements.

<p>八.學習成效</p>	<p>中</p>	<p>對於學習成果，預期學生對職場英文教育有專業上之瞭解及應用，熟悉 1000 個商用英文字彙、專業名詞與相關句子，2 次額外 TOEIC 試測 (350-500 分)，10 次課堂上簡報各行各業之趨勢與商場新動態，1 次課外商家觀摩教學，3 次書信寫作 (100-字 & 250-字)，加上 1 次專題製作及口頭報告，最後結業程度等同學測成績 10-13 級分以上。此外，學生每週課程評量、課後作業、課後預習，皆列入各學員總成績評量及升級的參考。</p>
	<p>英</p>	<p>The students are expected to perform well in several aspects. They have to 1) be familiar with 1000 professional sentences, business terms, article vocabularies and relevant terminologies, 2) take 2 TOEIC Tests, 3) give 10 in-class oral presentations about department services, market trends, and business activities, 4) take 1 business field trip from business observations & interviews, write 3 different business messages (100-word & 250-word) and 6) hand in 1 final project with oral reports so as to reach the final outcome, that is, their exit evaluation & performance are equivalent to the CEEC Test 10-13 grade points. The above are referred for their advancement.</p> <p>In addition to the students' weekly in-class evaluation and performance, their after-class assignments, reviews and previews are also included in the students' final evaluation and grades.</p>