## 「英語菁英學程」課程介紹

### 1-1 中級英語聽力與會話教學大綱

科目名稱(Course):(中文	)中級英語聽	力與會話	: [				
(英文 English	) Intermediate I	Listening	and Cor	iversati	onal E	nglish	
科目代碼:	■大學部課程	□研究	沂課程	講授	一實習	图-學分:	2-0-2
教學目標(Objective):				·			
For students to improve	their ability to s	peak Eng	lish clea	rly and	accura	ately, to dis	tinguish
between consonant and vov	vel sounds and to	recogniz	the co	rrect rh	ythm a	and intonati	on
patterns.							
Furthermore to improve	their ability to l	ink mean	ingful w	ord gro	ups to	gether into	phrases
and sentences, to identify the	ne main points of	other pe	ople's op	oinions	and the	us to impro	ve their
ability to express themselve	s with confidence	æ.					
教學內容綱要 Course out	line and content	:					
<ol> <li>For the first half of the final understand spoken Engliation of the situation, the content speech samples.</li> <li>For the second half of the processing skills in order change their meanings an Emphasis will be on imp from the natural pauses, 13. Students will be given a mock TO</li> <li>Students will be given a mock TO</li> <li>The second semester will speech by expressing the able to provide support for intermediate level of Englishmediate level of Engl</li></ol>	sh by using top-d ext, the topic and e first semester the to decode indivi- nd understand the roving listening s hesitations and ir mid-term and fin he C.E.F. Each e EIC test and are l focus on studen ir opinions in ord or their reasons a	lown proo the keyw ney will a dual wor e details a skills usin nterruptio al exam b xam will expected ts improv ler to des	cessing s vords to a lso be ta ds, recog nd subtl ng auther ns that o based on count 30 to attain ing their cribe ma	skills in accurate ught to gnize he eties of ntic, na occur in the cla 0% of the a grad r ability atters of future p	volvin, ely infé utilize ow the tural sp real li ss cont neir tot e of at v to pro daily olans u	g their know er the mean e bottom-up endings of nguage peech and le fe conversa tent and wh tal grade. The least 550 p oduce accur concern and	wledge ning of words earning ations. nich will hey points. rate d to be
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		系所	務會議	通過。			

### 1-2 中級英語聽力與會話課程規劃

### Intermediate Listening and Conversational English Course Description

	This course p	rovides s	tudents with a comprehensive du	al annroach to achie	ving competence	
課程綱要 Course Outline	This course provides students with a comprehensive, dual approach to achieving competence in speaking and listening. The initial focus is on the listening skills necessary to improve oral abilities and speech production. The students will learn to listen to nuances in pronunciation in order grasp meaning and reply correctly. Students will be provided with opportunities to					
	use and devel	op their	speaking skills with technological	applications.		
教學目標 Objectives	<ol> <li>A vocabulary level of at least 4,500 words will be required for students to follow and progress through the class.</li> <li>to improve the students ability to speak English more clearly and accurately.</li> <li>to improve the ability to distinguish between similar consonant and vowel sounds and thus to learn to pronounce them more clearly.</li> <li>to learn to recognize the correct English rhythm and intonation patterns and then to produce them correctly.</li> <li>to learn to link meaningful word groups together accurately into phrases and sentences with appropriate stress and pauses.</li> <li>to identify the main points of expressed opinions and to relate their own opinions concisely and with proper support.</li> <li>to improve the ability to express oneself with confidence.</li> </ol>					
	学分 Credit(s) 管考指標 Evaluation	1. Stu co co 2. Stu gra 3. At	ts, 1 semester idents will be given a mid-term and intent and which will be at the level unt 30% of their total grade. idents will be given a mock TOE ade of at least 550 points. This will ade. tendance, class participation, hom 20 % of the students' grade	el of B1 on the C.E.! IC test and are expendent Il account for 20 % of	F. Each exam will cted to attain a of their course	
修課規定 Course Criteria	學習目標 Learning Content	<ul> <li>Studentalec, class participation, none work and short quizzes will account for 20 % of the students' grade.</li> <li>Students will be taught to develop their ability to understand spoken English by using top-down processing skills involving their knowledge of the situation, the context, the topic and the keywords to accurately infer the meaning of speech samples. They will also be taught to utilize bottom-up processing skills in order to decode individual words, recognize how the endings of words change their meanings and understand the details and subtleties of the language. Emphasis will be on improving listening skills using authentic, natural speech and learning from the natural pauses, hesitations and interruptions that occur in real life conversations. Listening skills will be followed up with speaking activities designed to improve fluency in conversations such as how to open and close a conversation and then how to develop the topic. Strategies to insure smooth communication will be introduced, such as making requests, asking for clarification and using idioms. Students will be encouraged to practice these skills during times available for pair work, group work, role plays and opinion and information sharing discussion activities.</li> </ul>				
溝通技能	聽		說	讀	寫	
Communication Skill	北 Listeni	ng	ۍر Speaking	<sub>頭</sub> Reading	Writing	
能力敘述	Objective:		Objective (Spoken	Objective:	Objective:	

Description	Students will be able	Interaction):	Students will be	Students will be
	to understand the	Students will be able to	able to read and	able to write
	main points of	main points of understand and interact with		simple English
	opinions expressed	English speakers from around	English	requests for
	in English	the world in topics of daily	newspaper and	information or
	conversation on	conversation using basic to	magazine	clarification as
	familiar subjects.	intermediate level English	articles as well	well as to
	They will be able to	vocabulary.	as short passages	express their
	follow and get the	Objective (Spoken	from popular	feelings and
	gist of topics	Production):	books and	describe events.
	discussed on many	Students will be able to put	novels. They	
	radio and TV	together phrases and use	will learn how to	
	programs as well as	idioms into complete	read and	
	currently popular	sentences in order to describe	interpret polite	
	movies and videos.	matters of daily concern They	formal English	
		will be able to provide	written and	
		support for their reasons	digital	
		discuss future plans. They	communication	
		will be able to describe a	such as will be	
		short story or relate the plot of	encountered on	
		a movie or book they have	the web or in	
		read.	business.	
建立教材 Material(s)		Press, <u>American Headway</u> covering current events derived	from internet sourc	ees.
可擔任之職務	This course will be use	eful for students who may plan to	travel abroad, work	in an
Jobs that the students who	environment which wi	ll include different nationalities,	work in a sales posit	ion or
have completed the course can	communicate with oth	ers in English. Students wanting a	a greater understand	ing of current
apply for	events and the English	speaking world will want to com	plete this course.	

### 2-1 中級英語簡報教學大綱

科目名稱(Course):(中文	) 中級英語簡執	Ž				
(英文 English	) Intermediate I	English Presentati	on Skills			
科目代碼:	大學部課程	□研究所課程	講授-	實習-學分:2	2-0-2	
教學目標(Objective):						
1. The course is for student	s with at lease a l	evel of CEF B1 (	equivalen	t to387- 550 poi	nts on	
the TOEIC test).						
2. This course aims to help	students prepare	for and give effect	ctive prese	entations in Engl	lish.	
In order to meet these ob	jectives, students	s will first learn h	ow to orga	anize their thoug	ht	
process. Second, they w	will demonstrate	a clear purpose, a	nd give er	nough facts to su	ıpport	
their position during the	presentations. Fin	nally, they will be	able to de	efend their view	s	
while being questioned b	y an audience.					
教學內容綱要 Course outline and content:						
This course will cover pres	•	-				
delivery of a presentation, a		•		-	<i>.</i> .	
presentations. Among the with the audience.	other issues add	ressed are body la	inguage, v	/isuals, and inter	action	
The content of the co	urse is broken de	wn into six units	from Effe	ective Presentatio	on	
Skills by Massoud Moslehr						
Unit One: Get Started de		C C	U			
including welcoming your	audience, introdu	cing yourself, and	d dealing	with nervousnes	s.	
Unit Two: Visualsprovid	les information a	bout presentation	tools, for	example, using		
approximate numbers, crea	ting different typ	es of visuals, dese	cribing gra	aphs and charts,		
interpreting visuals effectiv	•	-		-		
delivery, e.g., volume, breathing, pace, articulation, and intonation. Unit Four: Non-Vocal Delivery covers non-vocal communication, such as facial expressions, body postures, and						
gestures. Unit Five: Conclu			-	• •		
handle question and answer		s ine strategies 10.	a 2000 U			
		年	月日	學年度第	次	

系所務會議通過。

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### 2-2 中級英語簡報課程規劃

### **Intermediate English Presentation Skills** Course Description

	Intermediate	English Presentation Skills is a course that helps students to give					
	effective pres	sentations in English.					
課程綱要	This course will cover presenting techniques, the composition, structure, and						
Course Outline	effective deli	very of a presentation, and the vocabulary and useful expressions for					
	English prese	entations. Among the other issues addressed are body language,					
	visuals, and i	nteraction with the audience.					
	1 (7)						
		e is for students with at lease a level of CEF B1 (equivalent to 550					
	points on t	the TOEIC test).					
教學目標	2. This cours	e aims to help students prepare for and give effective presentations in					
0bjectives	English.	In order to meet these objectives, students will first learn how to					
	organize tl	heir thought process. Second, they will demonstrate a clear purpose,					
	and give e	and give enough facts to support their position during the presentations. Finally,					
	they will b	e able to defend their views while being questioned by an audience.					
字彙量	4700 1						
Vocabulary Requirement	4500 words						
	學分 Credit(s)	2					
		1. Midterm examination 30%					
	管考指標	2. Quizzes over lecture content 20%					
	Evaluation	3. Final Presentations 30%					
		4. Attendance and participation 20%					
		The content of the course is divided into six units from Effective					
		Presentation Skills by Massoud Moslehpour and will be covered					
修課規定 Course		during an eighteen-week semester. Unit One: Get Started deals					
Criteria		with the topic selection, essential presentation introduction, including					
	學習目標	welcoming your audience, introducing yourself, and dealing with					
	Learning	nervousness. Unit Two: Visuals provides information about					
	Content	presentation tools, for example, using approximate numbers, creating					
		different types of visuals, describing graphs and charts, interpreting					
		visuals effectively. Unit Three: Vocal Delivery introduces tips for a					
		successful delivery, e.g., volume, breathing, pace, articulation, and					
		intonation. Unit Four: Non-Vocal Delivery covers non-vocal					
		communication, such as facial expressions, body postures, and					

	gestu	res. Unit Five: Conclusion	discusses the	e strategies for a good
	concl	usion and how to handle q	uestion and ansv	ver sessions.
溝通技能 Communication Skill	聽 Listening	說 Speaking	讀 Reading	寫 Writing
能力敘述 Description	I can understand the main points of clear standard speech on familiar matters regularly encountered in work, school, leisure, etc. I can understand the main point of many radio or TV programs on current affairs or topics of personal or professional interest when the delivery is relatively slow and clear.	<u>Spoken Interaction</u> I can deal with most situations likely to arise while travelling in an area where the language is spoken. I can enter unprepared into conversation on topics that are familiar, of personal interest or pertinent to everyday life (e.g. family, hobbies, work, travel and current events). <u>Spoken Production</u> I can deliver effective presentations in English with confidence. I can use connect phrases in a simple way in order to describe experiences and events, my dreams, hopes and ambitions. I can briefly give reasons and explanations for opinions and plans. I can narrate a story or relate the plot of a book or film and describe my reactions.	I can understand texts that consist mainly of high frequency everyday or job-related language. I can understand the description of events, feelings and wishes in personal letters.	I can write effective presentations based on the accepted structure and organization. I can write simple connected text on topics which are familiar or of personal interest. I can write person letters describing experiences and impressions.
建立教材 Material(s)	1. Effective Presen	ntation Skills by Massou	d Moslehpour, T	ung Hua , 2007.
可擔任之職務 Jobs that the students who have completed	Students who intend to	pursue a career in the internation	onal business will be	nefit from this course.
the course can apply for				

### 3-1 中級國際新聞導讀教學大綱

科目名稱(Course):(中文	() 中級國際新聞導	讀			
(英文 English	n) Intermediate Jour	nalism English			
科目代碼:	■大學部課程 □	研究所課程	講授-實習	₽-學分:2-	0-2
教學目標(Objective): Jou 1. The course is for student test). 2. The objective of this cour- English-language newsp all other kinds of materia 3. The newspaper articles a them grasp key ideas and used in journalistic writi 4. The focus on news article English-language newsp information. 5. Ultimately, students sho apply the skills they lear 教學內容綱要 Course our Journalism English if sought-after profession, wif whether it be CNN, the Wa journalistic writing can be aspiring professionals may specialized idioms and langer professional who must keeftheir success as a professional	as with at lease a level arse is to help student apers and news perio als, from textbooks to and accompanying ex d concepts and to und ng. es will teach students aper or periodical and ald be able to keep ab <u>ned to their independ</u> line and content : s a course designed fo ll be required to make shington Post, or Tim a barrier to students' find it useful to study guage associated with p up with vital and tim nal.	s develop comp dicals and, at the popular fiction ercises will pro- lerstand and pra- s what kinds of d give them han preast of the late ent reading. or any student we use of access the magazine. understanding of the types of no- them. This c mely information	etence and c e same time vide students ctice the use information ds-on practi- est news whi who, due to the to a number The somewh of these news ews items an an be an inva-	confidence in , apply their is s with a frame ful idioms ar they can expect ce in the anal le at home ar he nature of to of news-relat at specialized s sources. To d articles and aluable tool to hake all the di	reading reading skills to ework to help nd vocabulary ect to find in an ysis of this ad abroad and heir red resources, d language of Therefore, many d learn the o the traveling ifference in
and Language Skills with t during an eighteen-week se articles. Unit Two: Opini cartoons. Unit Three: Bu Four: Education – discusse advertisements. Unit Five Unit Six: Science and Envi health care. Finally, Unit sports vocabulary. This n such as Time, Newsweek,	emester. Unit One: I on – deals with analy siness – covers analyz s analyzing educati e: Arts and Leisure – ronment – covers a Seven: Sports – refer- naterial will be supple	el Tiersky and I News – focuses zing editorials, zing business an onal issues and prepares studen nalyzing science to analyzing t emented with an various English-	Maxine Cher on skimmin letters to the ticles and re articles and ts to analyze e articles and ypes of spor ticles and ite language ne	rnoff and will g and analyz e editor, and p ading stock p reading educ e reviews and d articles on o ts articles and ems from var wspapers.	l be covered ing news political prices. Unit ational profiles. ecology and d the study of ious sources
系所主管簽章:		年 月 議通過。	日	學年度第	次系所務會

### 3-2 中級國際新聞導讀課程規劃

# Intermediate Journalism English Course Description

課程綱要 Course Outline	Journalism English is a course designed for any student who, due to the nature of their sought-after profession, will be required to make use of access to a number of news-related resources, whether it be CNN, the Washington Post, or Time magazine. The somewhat specialized language of journalistic writing can be a barrier to students' understanding of these news sources. Therefore, many aspiring professionals may find it useful to study the types of news items and articles and learn the specialized idioms and language associated with them. This can be an invaluable tool to the traveling professional who must keep up with vital and timely information. It can make all the difference in their success as a professional.				
教學目標 Objectives	<ol> <li>The course is for students with at lease a level of CEF B1 (equivalent to 387-600 points on the TOEIC test).</li> <li>The objective of this course is to help students develop competence and confidence in reading English-language newspapers and news periodicals and, at the same time, apply their reading skills to all other kinds of materials, from textbooks to popular fiction.</li> <li>The newspaper articles and accompanying exercises will provide students with a framework to help them grasp key ideas and concepts and to understand and practice the useful idioms and vocabulary used in journalistic writing.</li> <li>The focus on news articles will teach students what kinds of information they can expect to find in an English-language newspaper or periodical and give them hands-on practice in the analysis of this information.</li> <li>Ultimately, students should be able to keep abreast of the latest news while at home and abroad and apply the skills they learned to their independent</li> </ol>				
字彙量 Vocabulary Requirement	3500 words	based on the "occupational" domain of CEFR frame	work		
修課規定 Course Criteria	學分 Credit(s) 管考指標 Evaluation 學習目標 Learning Content	<ol> <li>2 credit hours</li> <li>1. Midterm and final examinations</li> <li>2. Quizzes over lecture content</li> <li>3. Homework assignments</li> <li>4. Attendance and participation</li> <li>The content of the course is broken down into sever the News: Mastering Reading and Language Skills v Newspaper by Ethel Tiersky and Maxine Chernoff a covered during an eighteen-week semester. Unit C focuses on skimming and analyzing news articles.</li> </ol>	with the and will be One: News –		

	Opinion – deals with analyzing editorials, letters to the editor, and					
		political cartoons. Unit Three:				
		-				
	Business – covers analyzing business articles and reading stock					
		prices	s. Unit Four: Edu	cation – discusses	s analyzing educational	
		issues	s and articles and r	eading educationa	l advertisements. Unit	
		Five:	Arts and Leisure -	- prepares students	s to analyze reviews and	
		profil	les. Unit Six: Sci	ence and Environ	nent – covers analyzing	
		scien	ce articles and artic	cles on ecology an	d health care. Finally,	
					ypes of sports articles	
			he study of sports			
			• •	•	n various sources such as	
				, the <b>DDC</b> , and va	rious English-language	
		news	papers.			
溝通技能 Communication Skill	聽 Listenir		說 Speaking	讀 Reading	寫 Writing	
	I can understa		Spoken Interaction	I can understand	I can write effective analysis	
			I can discuss	newspaper and	of news items found in	
	main points of clear		i can discuss	newspaper and	of news items found in	
	standard speed	ch on	current events with	periodical texts	newspapers periodicals and	
能力敘述	standard speed		current events with competence and	periodical texts which use	newspapers, periodicals and other media such as	
能力敘述 Description	familiar matte		competence and	which use	other media such as	
	-	rs	competence and confidence in	which use specialized idioms		
	familiar matte	rs 1	competence and	which use	other media such as	
	familiar matte regularly encountered in	rs 1 radio	competence and confidence in	which use specialized idioms	other media such as	
	familiar matter regularly encountered in television and news program	rs n radio ming.	competence and confidence in English.	which use specialized idioms and vocabulary.	other media such as	
	familiar matter regularly encountered in television and news program 1. <i>In the News</i>	rs n radio <u>ming.</u> :: Maste	competence and confidence in English.	which use specialized idioms and vocabulary.	other media such as television and radio.	
Description	familiar matter regularly encountered in television and news program 1. <i>In the News</i> and Maxine C	rs radio <u>ming.</u> :: Maste hernoff	competence and confidence in English. ering Reading and Lan , National Textbook C	which use specialized idioms and vocabulary. guage Skills with the co, Chicago, 1993.	other media such as television and radio.	
Description 建立教材 Material(s)	familiar matter regularly encountered in television and news program 1. <i>In the News</i> and Maxine C	rs radio ming. :: Maste hernoff tal articl	competence and confidence in English. ering Reading and Lan , National Textbook C	which use specialized idioms and vocabulary. guage Skills with the co, Chicago, 1993.	other media such as television and radio. <i>Newspaper</i> by Ethel Tiersky	
Description 建立教材 Material(s) 可擔任之職務	familiar matter regularly encountered in television and news program 1. <i>In the News</i> and Maxine C 2. Supplement CNN, the BBC	rs n radio <u>ming.</u> :: Maste hernoff tal articl C, etc.	competence and confidence in English. ering Reading and Lan , National Textbook C les and news items fro	which use specialized idioms and vocabulary. guage Skills with the co, Chicago, 1993. m a variety of new so	other media such as television and radio. <i>Newspaper</i> by Ethel Tiersky	
Description 建立教材 Material(s) 可擔任之職務 Jobs that the	familiar matter regularly encountered in television and news program 1. <i>In the News</i> and Maxine C 2. Supplement CNN, the BBC	rs radio <u>ming.</u> :: Maste hernoff tal articl C, etc. intend t	competence and confidence in English. ering Reading and Lan , National Textbook C les and news items fro	which use specialized idioms and vocabulary. guage Skills with the co, Chicago, 1993. m a variety of new so	other media such as television and radio. <i>Newspaper</i> by Ethel Tiersky urces; e.g., <i>Time, Newsweek,</i>	
Description 建立教材 Material(s) 可擔任之職務	familiar matter regularly encountered in television and news program 1. <i>In the News</i> and Maxine C 2. Supplement CNN, the BBO Students who	rs radio <u>ming.</u> :: Maste hernoff tal articl C, etc. intend t	competence and confidence in English. ering Reading and Lan , National Textbook C les and news items fro	which use specialized idioms and vocabulary. guage Skills with the co, Chicago, 1993. m a variety of new so	other media such as television and radio. <i>Newspaper</i> by Ethel Tiersky urces; e.g., <i>Time, Newsweek,</i>	

#### 4-1 中級職場英文寫作教學大綱

科目名稱(Course):(中文)中級職場英文寫作								
(英文 English	) Intermediate I	Busin	ess Writi	ng				
科目代碼:	大學部課程	<b>□</b> 句	肝究所課	睈	講授-	實習—	學分:2	2-0-2
教學目標(Objective):								
1. At least CEF B1 on wri	ting (equivalent f	to an	Intermed	iate le	evel of v	vriting	on the TO	DEIC
test). The course aims to	o equip students	with	a high fre	quen	cy of co	mmonl	y used	
business-related words,	phrases and sent	tence	s structur	es. St	udents v	vill lear	m a suffic	cient
range of the language th	nat will enable the	em to	o write sta	andaro	l busine	ss lette	rs and sh	ort
reports (1-2 paragraphs)	) with content that	at is c	concise ar	nd cor	nnected.			
2. Enjoyment and confide	nce in business w	vritin	g.					
3. Development of autono	mous learning sk	cills.						
4. Promotion of co-operat	ve intracultural a	and ii	ntercultur	al inte	eraction	s.		
教學內容綱要 Course out	line and content	:						
accurately in commonly er	This course aims to improve students' writing ability such that they can respond fast and accurately in commonly encountered situations in business. The Business Writing course is suitable for intermediate level learners.							
Students will be placed in	a simulated situ	uatio	n. They v	will b	e given	a role	(such as	s junior
executive or personal assistant) in a commercial company and a tray of realistic business						ousiness		
documents. These docume	nts will include	lette	rs, memo	os, en	nails, fa	xes, lea	aflets, sc	hedules
and tables. Students will be	e read and under	stand	l these do	ocume	ents befo	ore draf	ting app	ropriate
responses to them Their re	sponses will tak	the the	e form of	a let	ter, fax,	, memo	, standar	d letter
form or short report. Stude	nts' writing will	be a	ssessed a	ccord	ling to l	now acc	curate the	ey have
interpreted the source documents; and whether their responses convey the message in a								
manner that is professional	polite, and accu	rate,	and achie	eves th	ne desire	ed resul	t	
系所主管簽章:			年	月	H	學	年度第	次系

系所主管簽章:	年	月	日	學年度第	次系
	所務會議	通過。			

### 4-2 中級職場英文寫作課程規劃

### **Intermediate Business Writing** Course Description

課程綱要 Course Outline		This course aims to improve students' writing ability such that they can respond fast and accurately in commonly encountered situations in business. The course is suitable for intermediate level learners.					
教學目標 Objective	<ol> <li>At least CEF B1 on writing (equivalent to an Intermediate level of writing on the TOEIC test). The course aims to equip students with a high frequency of commonly used business-related words, phrases and sentences structures. Students will learn a sufficient range of the language that will enable them to write standard business letters and short reports (1-2 paragraphs) with content that is concise and connected.</li> <li>Enjoyment and confidence in business writing.</li> <li>Development of autonomous learning skills.</li> <li>Promotion of co-operative intracultural and intercultural interactions.</li> </ol>						
	學分 Credit(	s)	2 credits, 1 semester				
依理相宁	管考指 Evaluati		<ol> <li>Students will be given a mid-term and a final exam. Each exam will be based on the learning content and will be at the level of B1 on the C.E.F. (i.e. intermediate). Each exam will count 30 %.</li> <li>In-class writing tasks and homework will count 30 %.</li> <li>Attendance and arel participation in class will count 10%</li> </ol>				
修課規定 Course Criteria		<ul> <li>3. Attendance and oral participation in class will count 10%</li> <li>Students will be placed in a simulated situation. They will be given a role (such junior executive or personal assistant) in a commercial company and a tray of r business documents. These documents will include letters, memos, emails, fax leaflets, schedules and tables. Students will be read and understand these docum before drafting appropriate responses to them Their responses will take the forr letter, fax, memo, standard letter form or short report. Students' writing will be assessed according to how accurate they have interpreted the source documents whether their responses convey the message in a manner that is professional, per and accurate, and achieves the desired result.</li> </ul>					
溝通技能 Communicatio n Skill	聽 Listening	說 Speakin	ng Reading 寫 Writing				
能力敘述 Description	_	-	Objective:Objective:Can understand texts that consist mainly of a high frequency of commonly used business related language. Can understand the description of events, feelings and wishes, etc. in standard business letters.Objective: Can write concise connected texts on familiar topics regularly encountered in business Can write standard business letters describing events, feelings, wishes, etc.				
建立教材 Material(s)	•		sh for Business Communication, Qualifications Handbook): ds.com/documents/ind_general_learning_esol/EBC_qualification_handbook.pdf				
可擔任之職務 Jobs that the students who have completed the course can apply for	This course	is suitabl	le for students who anticipate that their job will involve reading a variety of glish and replying to them independently and in appropriate style.				

### 5-1 商品展覽介紹教學大綱

科目名稱(Course):(中文)商品展覽介紹									
(英文 English) Introduction Skills for Commodity Exhibition									
科目代碼:	大學部課程	□研究所課程	講授-	- 實習-學分:2	2-0-2				
教學目標(Objective):									
CEF B1 speaking (equivalent to an intermediate level of proficiency on the TOEIC									
speaking test). The objectives of this course are as follows:									
1. Development of a high frequency of commonly used business language related to the									
buying and selling of con		• •							
2. Ability to communicate a	•	•	? - 4						
3. A high level of appreciati	-								
<ol> <li>Effective and persuasive</li> <li>Bargaining and other neg</li> </ol>	-	r one's company							
<ul><li>6. Problem solving and deci</li></ul>	•	11e							
7. Intercultural awareness a	•	115							
	-								
教學內容綱要 Course out	ine and content	•							
Introduction skills for Com									
with the essential English la					.e.,				
exchange) of commodities.			ediate leve	el learners.					
The topics to be covered in	this course inclu	de:							
Jobs and responsibilities									
New Contacts									
Offers									
0	Negotiations								
Orders									
Customer Care									
系所主管簽章:	_	年	月日	學年度第	次系				
	所務會議通過。								

### 5-2 商品展覽介紹課程規劃

### **Introduction Skills for Commodity Exchange** Course Description

課程綱要 Course Outline	Introduction skills for Commodity Exchange aims to equip students, via authentic scenarios, with the essential English language skills related to the successful buying and selling (i.e., exchange) of commodities. This course is suitable for intermediate level learners.					
	CEF B1 speaking (equivalent to an intermediate level of proficiency on the					
	TOEIC speaking test). The objectives of this course are as follows:					
	1. Development of a high frequency of commonly used business language related					
	to the buying a	nd selli	ing of commodities.			
教學目標	2. Ability to com	munica	te accurately and concisely	у		
Objective 0	3. A high level of	apprec	iation of register and abili	ty to vary one's to	ne.	
	4. Effective and p	oersuasi	ve representation of one's	company		
	5. Bargaining and	dother	negotiating skills.			
	6. Problem solvir	ng and o	lecision making skills			
	7. Intercultural awareness and experience.					
	學分	2 credits, 1 semester				
	Credit(s) 管考指標 Evaluation	1. Students will be given a mid-term and a final exam. Each exam will be based on the learning content and will count 30%.				
修課規定 Course Criteria	The to Jobs a New		The topics to be covered in this course include: Jobs and responsibilities New Contacts			
	學習目標 Learning Content	Offers				
		Negotiations				
		Order	S			
		Custo	mer Care	l		
溝通技能 Communication Skill	聽 Listening		說 Speaking	讀 Reading	寫 Writing	
	Objective:		Objective (Spoken	Objective:		
	Can understand the r	nain	Interaction):	Can understand		
	points and important	details	Can deal with common	texts such as		
能力敘述 Description	of clear standard spe	ech	situations encountered	catalogues,		
beset iption	and conversations re	lating	when exchanging	advertisements,		
	to commodity excha	nge,	commodities. Can enter	notices and		
	provided the content		unprepared into a	warning, queries	-	

	incorporates a higher	conversation involving	and complaints,
	frequency of commonly	commodity exchange,	requisitions and
	used business language	provided the discourse	receipts, contracts,
	related to buying and	involves using mostly	business articles,
	selling. Can understand the	commonly used business	and other texts
	main points of many radio	language related to buying	relating to
	or TV programs on current	and selling.	commodity
	affairs in commodity		exchange.
	exchange, provided the	Objective (Spoken	
	delivery is clear.	Production):	
		Can connect phrases in	
		order to describe familiar	
		business experiences,	
		events, plans, etc. when	
		exchanging commodities.	
		Can briefly give reasons	
		and explanations for	
		opinions and plans	
		regarding an exchange.	
建立教材	1. English for Sales and	Purchasing, by Lothar Gu	tjahr and Sean Mahoney,
Material(s)	Published by Oxford	University Press.	
可擔任之職務	This course is suitable for	or students who anticipate	that their job will involve
Jobs that the students who	promoting their company	ies products and services.	It is highly suitable for sales,
have completed	marketing and advertisir	ng staff, product designers	and service developers, and
the course can apply for	managers and entreprene	eurs.	

### 6-1 進階英語聽力與會話教學大綱

科目名稱(Course):(中文) 進階英語聽力與會話								
(英文) Advanced Listening and Conversational English								
- 目代碼: ■大學部課程 □研究所課程 講授-實習-學分:2-0-2								
教學目標(Objective):								
Students must perform at least B2 level on the CEF (equivalent to high intermediate levels of English proficiency on the GEPT, TOEFL and TOEIC tests). To improve students' note-taking skills. To have confidence sharing their opinion on different lecture topics. To be able to use their notes to complete a quiz based on the lectures listened to in class.								
教學內容綱要 Course outline and content : This course focuses on listening and speaking in academic English. The course is suitable for intermediate to advanced level students. This course continues from the intermediate listening and speaking course focusing on note-taking skills for academic lectures and offers practice giving opinions and being able to discuss lectures with fellow classmates. Emphasis will be on learning key phrases or words that will help improve students' note-taking skills. Practice lectures will also be accompanied by note-taking quizzes.								
系所主管簽章: 	年 月 所務會議通過		學年度第	次系				

### 6-2 進階英語聽力與會話課程規劃

### Advanced Listening and Conversational English Course Description

		_					
ļ		This course for	ocuses on listening and speaking in academic English. The				
		course is suitable for intermediate to advanced level students. This course					
	課程綱要	continues from	n the intermediate listening and speaking course focusing on				
	Course	note-taking sk	cills for academic lectures and offers practice giving opinions				
	Outline	and being abl	e to discuss lectures with fellow classmates. Emphasis will be				
		on learning ke	ey phrases or words that will help improve students' note-taking				
		skills. Practic	e lectures will also be accompanied by note-taking quizzes.				
ĺ		1. Students m	ust perform at least B2 level on the CEF (equivalent to high				
		intermediat	e levels of English proficiency on the GEPT, TOEFL and TOEIC				
		tests).					
	教學目標	2. To be able	to effectively take notes from a lecture.				
	<b>Objectives</b>		nfidence sharing their opinion on different lecture topics.				
			to use their notes to complete a quiz based on the lectures listened to				
		in class.					
		5. To be able to discuss the lecture maturely with classmates and teacher.					
ľ		學分	2 credits, 1 semester				
		Credit(s)					
		管考指標 Evaluation	Students need to show their performance through note-taking				
			quizzes worth 25%, give a formal presentation worth 25%, and take				
			a course Final worth 25% and attendance worth 25%.				
			Lecture Ready 2: Strategies for Academic listening, note-taking and				
			discussion contains five units with two chapters in each unit. Each				
			unit focuses on one field of academic study. Each chapter is built				
			around a lecture from a typical course within the field. In each				
	修課規定		chapter, students are presented with and practice listening,				
	Course Criteria	note-taking and discussion strategies.					
	er i ter i a	學習目標 Chapters consist of the following components:					
		Learning	Building background knowledge: Think about the topic, reading				
		Content	passage, vocabulary work, review.				
			Prepare to listen and Take Notes: Listening strategy, lecture				
			language, practice lecture, note-taking strategy, note-taking strategy				
			practice.				
			Listen and Take Notes: Predictions, lecture, comprehension,				
			summarizing				
			Discuss the Issue: Discussion strategy, strategy practice, discussion.				
	溝通技能	聽	說 讀 寫				

Communication Skill	Listening	Speaking	Reading	Writing	
	Student can	Student can interact			
	understand	with a degree of			
	extended speech	fluency and spontaneity			
	and lectures and	that makes regular			
	follow even	interaction with native			
	complex lines of	speakers quite possible.			
	argument	They can also take an			
	provided the topic	active part in discussion			
	is reasonably	in familiar contexts,			
	familiar. Student	accounting for and			
供力从注	can understand	sustaining their views.			
能力敘述 Description	most T.V. news				
200011201011	and current affairs	Student can present			
	programmes.	clear, detailed			
	Student can	descriptions on a wide			
	understand the	range of subjects			
	majority of films	related to their field of			
	in standard	interest. They can			
	dialect.	explain a viewpoint on			
		a topical issue giving			
		the advantages and			
		disadvantages of			
		various options.			
建立教材	Lecture Ready3: Str	rategies for academic listen	<u>iing, note-taking ar</u>	nd discussion by	
Material(s)	Peg Sarosy and Kat	hy Sherak			
	This course will be useful for students who may plan to live abroad, further their				
可擔任之職務 Jobs that the	education in an Eng	lish environment, and work	k in an environmer	nt which will	
students who	include different na	tionalities, work in a profes	ssional career that	may require them	
have completed the course can	to confidently comr	nunicate with others in Eng	glish. Students who	take this course	
apply for	should have an interest in academic English and want to further improve their				
	knowledge base.				

#### 7-1 進階英語簡報教學大綱

	(英文) Advanced English Presentation Skills					
科目代碼:	■大學部課程 □研究所課程 講授-實習-學分:2-0-2					
教學目標(Objectiv	ve):					
1. The course is for	r students with at lease a level of CEF B1 (equivalent to 550 points on the TOEIC test).					
2. The objective of	this course is to give students the knowledge and skills necessary for them to give					
effective presentations at home and abroad in English.						
3. This objective w	vill be accomplished by having students develop the sensitivity and specific skills necessar					
for effective pre	sentations. Sensitivity refers to adapting the right style of communication to compliment					
a specific context, e.g., the topic, the objective, and the audience. Specific skills entail English language						
competence, selecting the best content, choosing the right objective, getting the process right, and adapting						
language to the listener.						
language to the						
0 0	tion of sensitivity and the aforesaid specific skills will afford the presenter the ability to					

Advanced English Presentation Skills is a course for potential professionals and business people who are or will be required to give presentations in English as part of their work. The course is made up of a number of modules that will cover the following elements of effective presentations: planning, structuring, starting, engaging international audiences, developing a range of styles, non-verbal communication, multimedia visuals, closing, dealing with questions, and advice for key presentation contexts.

The content of this course is broken down into a series of ten modules from *Fifty Ways to Improve Your Presentation Skills in English...without too much effort!* by Bob Dignen and will be covered during an eighteen-week semester. Module One: It's All about Planning deals with TIPS – a new approach to international presentations, deciding on your target, selecting the right information, organizing the process, and knowing your communication style. Module Two focuses on structuring your presentation. Module Three deals with the opening of your presentation. Model Four is a discussion of how to engage your international audience. Module Five helps students to develop a range of styles for different types of presentations. Module Six explains non-verbal communication and its consequences. Module Seven is about the use, interpretation, and explanation of visual aids. Module Eight helps the student to develop the techniques for effectively dealing with audience questions. Module Nine offers advice on how to best handle key presentation contexts. And, finally, Module Ten lists specific presentation language for use during each separate phase of the presentation.

系所主管簽章: 年 月 日 學年度第 次系所務會議通過。

### 7-2 進階英語簡報課程規劃

### Advanced English Presentation Skills Course Description

課程綱要 Course Outline	Advanced English Presentation Skills is a course for potential professionals and business people who are or will be required to give presentations in English as part of their work. The course is made up of a number of modules that will cover the following elements of effective presentations: planning, structuring, starting, engaging international audiences, developing a range of styles, non-verbal communication, multimedia visuals, closing, dealing with questions, and advice for key presentation contexts.					
教學目標 Objectives	<ol> <li>The objective of this course is to give students the knowledge and skills necessary for them to give effective presentations at home and abroad in English.</li> <li>This objective will be accomplished by having students develop the sensitivity and specific skills necessary for effective presentations. Sensitivity refers to adapting the right style of communication to compliment a specific context, e.g., the topic, the objective, and the audience. Specific skills entail English language competence, selecting the best content, choosing the right objective, getting the process right, and adapting language to the listener.</li> <li>The implementation of sensitivity and the aforesaid specific skills will afferd the presenter the shility to communicate clearly and achieve the</li> </ol>					
字彙量	afford the presenter the ability to communicate clearly and achieve the right impact. These are the ultimate goals of an effective presentation.					
Vocabulary Requirement	3500 words based on the "occupational" domain of CEFR framework					
	學分 Credit(s) 2					
	管考指標 Evaluation 1. Quizzes 2. Practice 3. Attendar	over lecture content 20% Presentations 20% ace and participation 30% esentations 30%				
修課規定 Course Criteria	學習目標 Learning Content Learning Content Learning Content Learning Content Learning Content Learning Content Learning Content Learning Content Learning Content Learning Content	t of this course is broken down into a series of ten om <i>Fifty Ways to Improve Your Presentation Skills in</i> <i>without too much effort!</i> by Bob Dignen and will be ring an eighteen-week semester. Module One: It's lanning deals with TIPS – a new approach to al presentations, deciding on your target, selecting the mation, organizing the process, and knowing your ation style. Module Two focuses on structuring your n. Module Three deals with the opening of your n. Model Four is a discussion of how to engage ational audience. Module Five helps students to ange of styles for different types of presentations. a explains non-verbal communication and its				

	and explanation of visual aids. Module Eight helps the student to develop the techniques for effectively dealing with audience questions. Module Nine offers advice on how to best handle key presentation contexts. And, finally, Module Ten lists specific presentation language for use during each separate phase of the presentation.					
溝通技能 Communication Skill	聽 Listening	說 Speaking	讀 Reading	寫 Writing		
能力敘述 Description	I can understand the main points of clear standard speech on familiar matters regularly encountered in work, school, leisure, etc. I can understand the main point of many radio or TV programmes on current affairs or topics of personal or professional interest when the delivery is relatively slow and clear.	Spoken Interaction I can deal with most situations likely to arise whilst travelling in an area where the language is spoken. I can enter unprepared into conversation on topics that are familiar, of personal interest or pertinent to everyday life (e.g. family, hobbies, work, travel and current events). <u>Spoken Production</u> I can deliver effective presentations in English with confidence. I can use connect phrases in a simple way in order to describe experiences and events, my dreams, hopes and ambitions. I can briefly give reasons and explanations for opinions and plans. I can narrate a story or relate the plot of a book or film and describe my reactions.	I can understand texts that consist mainly of high frequency everyday or job-related language. I can understand the description of events, feelings and wishes in personal letters.	I can write effective presentations based on the accepted structure and organization. I can write simple connected text on topics which are familiar or of personal interest. I can write person letters describing experiences and impressions.		
建立教材 Material(s)	••••••	mprove Your Presentation	0	hwithout too		
T擔任之職務	·· ·	ob Dignen, Bookman Bool gned to improve the Englis		skills of any		
Jobs that the		sinessperson who is require				
students who	of their professional life. Among these types of occupations are: sales,					
have completed the course can apply for		esign, engineering, communitecture, education, etc.	nications, adve	rtising, business		

### 8-1 進階國際新聞導讀教學大綱

科目名稱(Course):(中文)進階國際新聞導讀								
(英文 English) Advanced Journalism English								
科目代碼: ■大學部課程 □研究所課程 講授-實習-學分:2-0-2								
教學目標(Objective):								
1. The course is designed for students who have passed Intermediate Journalism English.								
2. To explore the characteristics and convent	ions of journalistic writing.							
3. To practice strategies for analyzing the co issues.	ntent and viewpoint of an article and relevant							
4. To train learners to become more confider	at and critical audience of news-related resources.							
5. To enhance learners' cross-cultural aware	ness and global vision.							
6. To equip learners with up-to-the-minute p work ethics in their respective fields.	rofession-specific terms, specialized idioms, and							
7. To prepare aspiring learners for future gra	duate study in their respective major fields.							
8. To sharpen learners' sense of logic and arguissues.								
教學內容綱要 Course outline and content:								
<ol> <li>Advanced Journalism English is to make good use of world-renown news-related resources such as CNN, the International Herald Tribune, the New York Times, the Washington Post, the Economist, Newsweek, or Time magazine.</li> </ol>								
2. In the first seven weeks of class, the instructor shares seven high-interest articles/video clips on a wide variety of themes with students. Each article exemplifies a particular newspaper section: news and features; opinion; business; education; arts and leisure; technology, science, and health.								
<ol> <li>Starting in the eighth week, students present up-to-date articles on the state-of-the-art development/discovery in their major fields and on relevant controversial issues.</li> </ol>								
4. Practice interpreting headlines, paraphrasing passages, and summarizing articles.								
系所主管簽章:	年 月 日 學年度第 次系所務							
	會議通過。							

### 8-2 進階國際新聞導讀課程規劃

### Advanced Journalism English Course Description

課程綱要 Course Outline	<ol> <li>Advanced Journalism English is to make good use of world-renown news-related resources such as CNN, the International Herald Tribune, the New York Times, the Washington Post, the Economist, Newsweek, or Time magazine.</li> <li>In the first seven weeks of class, the instructor shares seven high-interest articles/video clips on a wide variety of themes with students. Each article exemplifies a particular newspaper section: news and features; opinion; business; education; arts and leisure; technology, science, and health.</li> <li>Starting in the eighth week, students present up-to-date articles on the state-of-the-art development/discovery in their major fields and on relevant controversial issues.</li> <li>Practice interpreting headlines, paraphrasing passages, and summarizing articles.</li> </ol>
教學目標 Objectives	<ol> <li>The course is designed for students who have passed Intermediate Journalism English.</li> <li>To explore the characteristics and conventions of journalistic writing.</li> <li>To practice strategies for analyzing the content and viewpoint of an article and relevant issues.</li> <li>To train learners to be more confident and critical audience of news-related resources.</li> <li>To enhance learners' cross-cultural awareness and global vision.</li> <li>To equip learners with up-to-the-minute profession-specific terms, specialized idioms, and work ethics in their respective fields.</li> <li>To prepare aspiring learners for future graduate study in their respective major fields.</li> <li>To sharpen learners' sense of logic and argumentation skills in dealing with controversial issues.</li> </ol>
字彙量 Vocabulary Requirement	6500 English function and content words published by the College Entrance Examination Center
修課規定 Course Criteria	學分 Credit(s)2 credit hours管考指標 Evaluation1. Midterm and final examinations 2. Power-point presentation 3. Writing assignments30% 20% 30%

		4. Atte	endance and participation	ion	20%
	學習目標 Learning Content	w Ir W m 2.	igh-interest articles ith students. Each	such as CNN, the v York Times, the wsweek, or Time instructor shares seven wide variety of themes a particular newspaper pusiness; education; arts	
		oi fi 4. P. su	n the state-of-the-a elds and on relevan	rt development/di nt controversial is g headlines, parapl s.	present up-to-date articles iscovery in their major sues. hrasing passages, and
溝通技能 Communication Skill	聽 Listenii	ng	說 Speaking	讀 Reading	寫 Writing
能力敘述 Description	I can understa main points o standard spee familiar matte regularly encountered i television and news program	f clear ch on ers n l radio	Spoken Interaction I can discuss current events with competence and confidence in English.	I can understand newspaper and periodical texts which use specialized idioms and vocabulary.	I can write effective analysis of news items found in newspapers, periodicals and other media such as television and radio.
建立教材 Material(s)	Up-to-the-minute articles and news items from a variety of news sources: CNN, the <i>International Herald Tribune</i> , the <i>New York Times</i> , the <i>Washington Post</i> , the <i>Economist</i> , <i>Newsweek</i> , or <i>Time</i> magazine				
可擔任之職務 Jobs that the students who have completed the course can apply for	Students who	aspire t			in their sought-after career in

#### 9-1 進階職場英文寫作教學大綱

科目名稱(Course):(中文)進階職場英文寫(	乍				
(英文)Advanced Busines	ss Writing				
科目代碼: ■大學部課程 □	研究所課程	講授-	實習_	學分:2	-0-2
教學目標(Objective):		1			
CEF B1-B2 (equivalent to an intermediate- high i	ntermediate lev	el of wr	iting on	the TOE	[C test).
The objectives of this course are to improve stude	nts' ability to:				
1. Understand a wide range of business communication	ions and related	documer	ntation		
2. Complete and/or extract information from a wide	range of textual,	tabular a	and diag	rammatic	sources
3. Respond appropriately in concise and accurate En	glish to a variety	v of situa	tions.		
4. Show a high level of appreciation of register, and	vary their writte	n tone.			
5. Enjoyment and confidence in business writing					
6. Autonomous learning ability					
教學內容綱要 Course outline and content:					
The course hopes to improve students' writing ability accurately to business situations requiring more com intermediate level students.				-	fast and
Students will be placed in a simulated situation. They will be given a role (such as an executive or personal assistant) in a commercial company and a tray of realistic business documents. These documents will include a range of complex business communications. Students will read and understand these documents before drafting appropriate responses to them Their responses will take the form of a letter, fax, memo, invitation, press release, article, analytical report or another form of complex communication. Students' writing will be assessed according to how accurate they have interpreted the source documents, whether their responses convey the message accurately and with appropriate variation of tone and register, and whether their communication achieves the desired result.					
	年 月 所務會議通避		學	年度第	次系

### 9-2 進階職場英文寫作課程規劃

### Advanced Business Writing Course Description

課程綱要	The course hopes to improve students' writing ability in order that they may be able to							
标柱测安 Course	respond fast and accurately to business situations requiring more complex responses. The							
Outline	-	for intermediate level						
	CEF B1-B2 (equivalent to an intermediate- high intermediate level of writing on the							
	TOEIC test). The objectives of this course are to improve students' ability to:							
	1. Understand a wide range of business communications and related documentation							
	2. Complete and/or extract information from a wide range of textual, tabular and							
教學目標	diagrammatic sources							
Objective		oppriately in concise and accurate English to a variety of situations.						
			register, and vary their written					
	-	confidence in busines						
	6. Autonomous le							
	學会							
	Credit(s)	2 credits, 1 semester						
	65- La 11- 1-F	1. Students will be given a mid-term and a final exam. Each exam will be						
	管考指標 Evaluation	based on the learning content. Each exam will count 30 %.						
		<ol> <li>In-class writing tasks and homework will count 30 %.</li> <li>Attendance and oral participation in class will count 10%</li> </ol>						
		Students will be placed in a simulated situation. They will be given a role						
		(such as an executive or personal assistant) in a commercial company and						
修課規定		a tray of realistic business documents. These documents will include a						
Course Criteria		range of complex business communications. Students will read and						
01100110	學習目標	understand these documents before drafting appropriate responses to them						
	子首日标 Learning	Their responses will take the form of a letter, fax, memo, invitation, press						
	Content	release, article, analytical report or another form of complex						
		communication. Students' writing will be assessed according to how accurate they have interpreted the source documents, whether their						
		•	e message accurately and with					
			d whether their communication					
		result.						
溝通技能	聽	說	讀	寫				
Communicati on Skill	Listening	Speaking	Reading	Writing				
on ontit			Objectives:	Objectives:				
			• Demonstrate an	• Write concise letters,				
能力敘述		_	understanding of a wide range	memos and faxes in				
Description			of internal and external	response to a wide range				
			business communications, e.g.	of business situations.				
				• Draft other documents				

		memos and letters, written	for business purposes:		
	telephone messages, faxes and		invitations, speeches,		
	emails.		minutes of meetings,		
		Complete or extract	advertisements and mail		
		information from a wide range	shots, press releases,		
		of business documents: orders	articles and circular		
		and requisitions, quotations	letters.		
		and invoices, graphs and	• Draft a short analytical		
		charts, timetables and travel	report.		
		itineraries, policy statements,			
		company procedures,			
		contracts, minutes of the			
		meeting, etc			
City and Guilds (I	English for Business C	Communication, Qualifications	Handbook):		
http://www.cityandguilds.com/documents/ind_general_learning_esol/EBC_qualification_hat					
<u>dbook.pdf</u>					
This course is suitable students who anticipate that their work will require them to have the					
linguistic ability handle the types of reading and writing tasks required of a senior					
administrator, senior personal assistant, manager or executive.					
	http://www.cityan dbook.pdf This course is sui linguistic ability	http://www.cityandguilds.com/documer dbook.pdf This course is suitable students who an linguistic ability handle the types of	telephone messages, faxes and emails.• Complete or extract information from a wide range of business documents: orders and requisitions, quotations and invoices, graphs and charts, timetables and travel itineraries, policy statements, company procedures, contracts, minutes of the meeting, etcCity and Guilds (English for Business Communication, Qualifications http://www.cityandguilds.com/documents/ind_general_learning_esol/I dbook.pdfThis course is suitable students who anticipate that their work will re linguistic ability handle the types of reading and writing tasks		

### 10-1 國際會展企劃與演練教學大綱

科目名稱(Course):(中文)國際會展企劃與演練						
(英文) Planning and Practicum of Trading Shows						
科目代碼:	大學部課程	研究所課程	講授-實	習-學分:2-	0-2	
教學目標(Objective):			·			
CEF B1 in speaking (equival	ent to an intermedia	te level of profic	ciency on th	e TOEIC speal	king test). The	
objectives of this course are a	as follows:					
1. Development of a high from	equency of commor	nly used busines	ss related la	inguage as wel	l as the	
common language specifi	c to trade fairs and	exhibitions.				
2. Ability to communicate a	ccurately and concis	sely.				
3. Highly professional and p	olite demeanor.					
4. A high level of appreciation	on of register and at	oility to vary on	e's tone.			
5. Effective and persuasive	±	e's company.				
6. Planning and developmer						
7. Bargaining and other neg	-					
8. Problem solving and deci						
9. Intercultural awareness an	nd experience.					
教學內容綱要 Course outl	ine and content :					
This course introduces student	s to the proper planning	ng, implementati	on and effec	ctive manageme	nt of a trade	
show and trade show presence as keys to trade show success for every organization. The course incorporates						
authentic scenarios and a practical project for further training and guidance. The topics to be covered include:						
• The scope of trade show marketing						
• Planning the show						
• Coordinating the show						
Pre-show marketing						
• At the show						
Working with your staff						
• Secrets of successful shows						
Post-show follow-up						
系所主管簽章:		年月		學年度第	次系所務會	
		議通過。				

### 10-2 國際會展企劃與演練課程規劃

### <u>Planning and Practicum of Trading Shows</u> Course Description

	This course is useful	il for sti	idents who wish to develop e	nhanced skills in co	mmunication		
課程綱要	This course is useful for students who wish to develop enhanced skills in communication that will enable them to interact with potential customers and business partners in a more						
Course	complex manner when presenting and discussing their company's products and services.						
Outline	*		ermediate level students.	ompany s products	und services.		
			valent to an intermediate le	vel of proficiency	on the TOFIC		
	_						
	<ul><li>speaking test). The objectives of this course are as follows:</li><li>1. Development of a high frequency of commonly used business related language as</li></ul>						
	well as the common language specific to trade fairs and exhibitions.						
			e accurately and concisely.		•		
北路口栖	•		ad polite demeanor.				
教學目標 Objective			iation of register and ability	v to vary one's ton	P		
	e		ve representation of one's				
	1		1	company.			
	<ul><li>6. Planning and development skills.</li><li>7. Bargaining and other negotiating skills</li></ul>						
	<ul><li>7. Bargaining and other negotiating skills.</li><li>8. Problem solving and decision making skills.</li></ul>						
	9. Intercultural av	-	•				
	學分 (malified) 2 credits, 1 semester						
	Credit(s)			1 21 1			
	管考指標	1. Students will be given a mid-term and a final exam. Each exam will be based on the learning content and will count 30 %.					
	Evaluation	2. Class participation and homework will count 30 %.					
		3. Attendance will count 10%					
		This course introduces students to the proper planning, implementation					
		and effective management of a trade show and trade show presence as					
		keys to trade show success for every organization. The course					
修課規定 Course		incorporates authentic scenarios and a practical project for further					
Criteria		<ul><li>training and guidance. The topics to be covered include:</li><li>The scope of trade show marketing</li></ul>					
	學習目標 Learning Content	• Planning the show					
		Coordinating the show					
		Pre-show marketing					
		• At the show					
		Working with your staff					
		Secrets of successful shows					
		Post-show follow-up					
溝通技能	πŁ	2 000		志	r <del>is</del>		
Communication	聽 Listening		說 Speaking	讀 Reading	寫 Writing		
Skill				5	5		

	Objective:	Objective (Spoken	Objective:			
	Can understand the main	Interaction):	Can understand			
	points and important details	Can deal with common	texts relating to			
	of clear standard speech at	situations encountered at a	trade shows that			
	or relating to trade shows,	trade show or regarding a	consist mainly of a			
	provided the content	trade show. Can enter	high frequency of			
	incorporates a high	unprepared into a	commonly used			
	frequency of commonly	conversation at a trade show	business related			
	used business-related	or revolving around a trade	language. Can			
	language. Can understand	show, provided the	understand the	_		
	the main points of many	discourse involves using	description of			
	radio or TV programs on	mostly commonly used	events, feelings			
能力敘述 Description	current affairs in	business- related language.	and wishes, etc. in			
Description	International Trade and		standard business			
	Business, provided the	Objective (Spoken	letters relating to			
	delivery is clear.	Production):	trade shows.			
		Can connect phrases in				
		order to describe familiar				
		business experiences,				
		events, plans, etc. at or				
		regarding a trade show. Can				
		briefly give reasons and				
		explanations for opinions				
		and plans at or regarding a				
		trade show.				
准计计	1. English for Trade Show, by 施孝昌, ISBN: 7111114329					
建立教材 Material(s)	2. BBC Learning English Website, Ten Days in Manchester:					
	http://www.bbc.co.uk/worldservice/learningenglish/business/tendays/index.shtml					
可擔任之職務	This course is suitable for students who anticipate that their job will involve promoting a					
Jobs that the students who	company's service and products at a macro level (i.e. at exhibitions and trade shows). It is					
have completed	highly suitable for sales, marketing, and advertising staff, managers, product designers, importers and exporters, trade show organizers, and events and activities managers and					
the course can apply for	staff.	the show organizers, and eve	ms and activities mai	nagers and		
· · · ·	51411.					