

「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 Listening and Conversational English		
科目代碼：	<input checked="" type="checkbox"/> 大學部課程 <input type="checkbox"/> 研究所課程	講授－實習－學分：2-0-2
教學目標(Objective)： For students to improve their ability to speak English clearly and accurately, to distinguish between consonant and vowel sounds and to recognize the correct rhythm and intonation patterns. Furthermore to improve their ability to link meaningful word groups together into phrases and sentences, to identify the main points of other people's opinions and thus to improve their ability to express themselves with confidence.		
教學內容綱要 Course outline and content： 1. For the first half of the first semester 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. 2. For the second half of the first semester 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. 3. Students will be given a mid-term and final exam based on the class content and which will be at the level of B1 on the C.E.F. Each exam will count 30% of their total grade. They will be given a mock TOEIC test and are expected to attain a grade of at least 550 points. 4. The second semester will focus on students improving their ability to produce accurate speech by expressing their opinions in order to describe matters of daily concern and to be able to provide support for their reasons as well as discuss future plans using an intermediate level of English vocabulary.		
系所主管簽章：	年 月 日	學年度第 次
	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

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 develop their speaking skills with technological applications.			
教學目標 Objectives	<ol style="list-style-type: none"> 1. A vocabulary level of at least 4,500 words will be required for students to follow and progress through the class. 2. to improve the students ability to speak English more clearly and accurately. 3. to improve the ability to distinguish between similar consonant and vowel sounds and thus to learn to pronounce them more clearly. 4. to learn to recognize the correct English rhythm and intonation patterns and then to produce them correctly. 5. to learn to link meaningful word groups together accurately into phrases and sentences with appropriate stress and pauses. 6. to identify the main points of expressed opinions and to relate their own opinions concisely and with proper support. 7. to improve the ability to express oneself with confidence. 			
修課規定 Course Criteria	學分 Credit(s)	2 credits, 1 semester		
	管考指標 Evaluation	<ol style="list-style-type: none"> 1. Students will be given a mid-term and final exam based on the class content and which will be at the level of B1 on the C.E.F. Each exam will count 30% of their total grade. 2. Students will be given a mock TOEIC test and are expected to attain a grade of at least 550 points. This will account for 20 % of their course grade. 3. Attendance, class participation, homework and short quizzes will account for 20 % of the students' grade. 		
	學習目標 Learning Content	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.		
溝通技能 Communication Skill	聽 Listening	說 Speaking	讀 Reading	寫 Writing
能力敘述	<u>Objective:</u>	<u>Objective (Spoken</u>	<u>Objective:</u>	<u>Objective:</u>

Description	<p>Students will be able to understand the main points of opinions expressed in English conversation on familiar subjects. They will be able to follow and get the gist of topics discussed on many radio and TV programs as well as currently popular movies and videos.</p>	<p><u>Interaction):</u> Students will be able to understand and interact with English speakers from around the world in topics of daily conversation using basic to intermediate level English vocabulary.</p> <p><u>Objective (Spoken Production):</u> Students will be able to put together phrases and use idioms into complete sentences in order to describe matters of daily concern They will be able to provide support for their reasons discuss future plans. They will be able to describe a short story or relate the plot of a movie or book they have read.</p>	<p>Students will be able to read and get the gist of English newspaper and magazine articles as well as short passages from popular books and novels. They will learn how to read and interpret polite formal English written and digital communication such as will be encountered on the web or in business.</p>	<p>Students will be able to write simple English requests for information or clarification as well as to express their feelings and describe events.</p>
<p>建立教材 Material(s)</p>	<p>1. Oxford University Press, <u>American Headway</u> 2. English materials covering current events derived from internet sources.</p>			
<p>可擔任之職務 Jobs that the students who have completed the course can apply for</p>	<p>This course will be useful for students who may plan to travel abroad, work in an environment which will include different nationalities, work in a sales position or communicate with others in English. Students wanting a greater understanding of current events and the English speaking world will want to complete this course.</p>			

2-1 中級英語簡報教學大綱

科目名稱(Course)：(中文) 中級英語簡報 (英文 English) Intermediate English Presentation Skills		
科目代碼：	<input checked="" type="checkbox"/> 大學部課程 <input type="checkbox"/> 研究所課程	講授－實習－學分：2-0-2
教學目標(Objective)：		
1. The course is for students with at least a level of CEF B1 (equivalent to 387- 550 points on the TOEIC test). 2. This course aims to help students prepare for and give effective presentations in English. In order to meet these objectives, students will first learn how to organize their thought process. Second, they will demonstrate a clear purpose, and give enough facts to support their position during the presentations. Finally, they will be able to defend their views while being questioned by an audience.		
教學內容綱要 Course outline and content：		
<p>This course will cover presenting techniques, the composition, structure, and effective delivery of a presentation, and the vocabulary and useful expressions for English presentations. Among the other issues addressed are body language, visuals, and interaction with the audience.</p> <p>The content of the course is broken down into six units from Effective Presentation Skills by Massoud Moslehp our and will be covered during an eighteen-week semester.</p> <p>Unit One: Get Started... deals with the topic selection, essential presentation introduction, including welcoming your audience, introducing yourself, and dealing with nervousness.</p> <p>Unit Two: Visuals ...provides information about 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 gestures. Unit Five: Conclusion ... discusses the strategies for a good conclusion and how to handle question and answer sessions.</p>		
系所主管簽章：	年 月 日 學年度第 次 系所務會議通過。	

2-2 中級英語簡報課程規劃

Intermediate English Presentation Skills Course Description

<p>課程綱要 Course Outline</p>	<p>Intermediate English Presentation Skills is a course that helps students to give effective presentations in English.</p> <p>This course will cover presenting techniques, the composition, structure, and effective delivery of a presentation, and the vocabulary and useful expressions for English presentations. Among the other issues addressed are body language, visuals, and interaction with the audience.</p>	
<p>教學目標 Objectives</p>	<ol style="list-style-type: none"> 1. The course is for students with at least a level of CEF B1 (equivalent to 550 points on the TOEIC test). 2. This course aims to help students prepare for and give effective presentations in English. In order to meet these objectives, students will first learn how to organize their thought process. Second, they will demonstrate a clear purpose, and give enough facts to support their position during the presentations. Finally, they will be able to defend their views while being questioned by an audience. 	
<p>字彙量 Vocabulary Requirement</p>	<p>4500 words</p>	
<p>修課規定 Course Criteria</p>	<p>學分 Credit(s)</p>	<p>2</p>
	<p>管考指標 Evaluation</p>	<ol style="list-style-type: none"> 1. Midterm examination 30% 2. Quizzes over lecture content 20% 3. Final Presentations 30% 4. Attendance and participation 20%
	<p>學習目標 Learning Content</p>	<p>The content of the course is divided into six units from Effective Presentation Skills by Massoud Moslehpour and will be covered during an eighteen-week semester. Unit One: Get Started... deals with the topic selection, essential presentation introduction, including welcoming your audience, introducing yourself, and dealing with nervousness. Unit Two: Visuals ... provides information about 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</p>

		gestures. Unit Five: Conclusion ... discusses the strategies for a good conclusion and how to handle question and answer 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. <i>Effective Presentation Skills</i> by Massoud Moslehpour, Tung Hua , 2007.			
可擔任之職務 Jobs that the students who have completed the course can apply for	Students who intend to pursue a career in the international business will benefit from this course.			

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) Intermediate Journalism English		
科目代碼：	<input checked="" type="checkbox"/> 大學部課程 <input type="checkbox"/> 研究所課程	講授－實習－學分：2-0-2
<p>教學目標(Objective)：Journalism English</p> <ol style="list-style-type: none"> 1. The course is for students with at least a level of CEF B1 (equivalent to 387-600 points on the TOEIC test). 2. 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. 3. 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. 4. 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. 5. 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 reading. 		
<p>教學內容綱要 Course outline and content：</p> <p>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.</p> <p>The content of the course is broken down into seven units from <i>In the News: Mastering Reading and Language Skills with the Newspaper</i> by Ethel Tiersky and Maxine Chernoff and will be covered during an eighteen-week semester. Unit One: News – focuses on skimming and analyzing news articles. Unit Two: Opinion – deals with analyzing editorials, letters to the editor, and political cartoons. Unit Three: Business – covers analyzing business articles and reading stock prices. Unit Four: Education – discusses analyzing educational issues and articles and reading educational advertisements. Unit Five: Arts and Leisure – prepares students to analyze reviews and profiles. Unit Six: Science and Environment – covers analyzing science articles and articles on ecology and health care. Finally, Unit Seven: Sports – refers to analyzing types of sports articles and the study of sports vocabulary. This material will be supplemented with articles and items from various sources such as Time, Newsweek, CNN, the BBC, and various English-language newspapers.</p>		
系所主管簽章：	年 月 日 學年度第 次系所務會 議通過。	

3-2 中級國際新聞導讀課程規劃

Intermediate Journalism English Course Description

<p>課程綱要 Course Outline</p>	<p>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.</p>									
<p>教學目標 Objectives</p>	<ol style="list-style-type: none"> 1. The course is for students with at least a level of CEF B1 (equivalent to 387-600 points on the TOEIC test). 2. 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. 3. 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. 4. 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. 5. 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 reading. 									
<p>字彙量 Vocabulary Requirement</p>	<p>3500 words based on the “occupational” domain of CEFR framework</p>									
<p>修課規定 Course Criteria</p>	<p>學分 Credit(s)</p>	<p>2 credit hours</p>								
	<p>管考指標 Evaluation</p>	<table border="0"> <tr> <td>1. Midterm and final examinations</td> <td style="text-align: right;">40%</td> </tr> <tr> <td>2. Quizzes over lecture content</td> <td style="text-align: right;">10%</td> </tr> <tr> <td>3. Homework assignments</td> <td style="text-align: right;">30%</td> </tr> <tr> <td>4. Attendance and participation</td> <td style="text-align: right;">20%</td> </tr> </table>	1. Midterm and final examinations	40%	2. Quizzes over lecture content	10%	3. Homework assignments	30%	4. Attendance and participation	20%
	1. Midterm and final examinations	40%								
2. Quizzes over lecture content	10%									
3. Homework assignments	30%									
4. Attendance and participation	20%									
<p>學習目標 Learning Content</p>	<p>The content of the course is broken down into seven units from <i>In the News: Mastering Reading and Language Skills with the Newspaper</i> by Ethel Tiersky and Maxine Chernoff and will be covered during an eighteen-week semester. Unit One: News – focuses on skimming and analyzing news articles. Unit Two:</p>									

		<p>Opinion – deals with analyzing editorials, letters to the editor, and political cartoons. Unit Three:</p> <p>Business – covers analyzing business articles and reading stock prices. Unit Four: Education – discusses analyzing educational issues and articles and reading educational advertisements. Unit Five: Arts and Leisure – prepares students to analyze reviews and profiles. Unit Six: Science and Environment – covers analyzing science articles and articles on ecology and health care. Finally, Unit Seven: Sports – refers to analyzing types of sports articles and the study of sports vocabulary. This material will be supplemented with articles and items from various sources such as Time, Newsweek, CNN, the BBC, and various English-language newspapers.</p>		
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 television and radio news programming.	<u>Spoken Interaction</u> 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)	<ol style="list-style-type: none"> 1. <i>In the News: Mastering Reading and Language Skills with the Newspaper</i> by Ethel Tiersky and Maxine Chernoff, National Textbook Co, Chicago, 1993. 2. Supplemental articles and news items from a variety of new sources; e.g., <i>Time</i>, <i>Newsweek</i>, CNN, the BBC, etc. 			
可擔任之職務 Jobs that the students who have completed the course can apply for	Students who intend to pursue any career in a field that requires them to be knowledgeable about current events.			

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 Business Writing		
科目代碼：	<input checked="" type="checkbox"/> 大學部課程 <input type="checkbox"/> 研究所課程	講授－實習－學分：2-0-2
教學目標(Objective)： <ol style="list-style-type: none"> 1. 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. 2. Enjoyment and confidence in business writing. 3. Development of autonomous learning skills. 4. Promotion of co-operative intracultural and intercultural interactions. 		
教學內容綱要 Course outline and content： <p>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.</p> <p>Students will be placed in a simulated situation. They will be given a role (such as junior executive or personal assistant) in a commercial company and a tray of realistic business documents. These documents will include letters, memos, emails, faxes, leaflets, schedules and tables. Students will be read and understand these documents before drafting appropriate responses to them. Their responses will take the form of a letter, fax, memo, standard letter form or short report. Students' writing will be assessed according to how accurate they have interpreted the source documents; and whether their responses convey the message in a manner that is professional, polite, and accurate, and achieves the desired result</p>		
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 style="list-style-type: none"> 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. Enjoyment and confidence in business writing. Development of autonomous learning skills. Promotion of co-operative intracultural and intercultural interactions. 			
修課規定 Course Criteria	學分 Credit(s)	2 credits, 1 semester		
	管考指標 Evaluation	<ol style="list-style-type: none"> 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 %. In-class writing tasks and homework will count 30 %. Attendance and oral participation in class will count 10% 		
	學習目標 Learning Content	Students will be placed in a simulated situation. They will be given a role (such as junior executive or personal assistant) in a commercial company and a tray of realistic business documents. These documents will include letters, memos, emails, faxes, leaflets, schedules and tables. Students will be read and understand these documents before drafting appropriate responses to them Their responses will take the form of a letter, fax, memo, standard letter form or short report. Students' writing will be assessed according to how accurate they have interpreted the source documents; and whether their responses convey the message in a manner that is professional, polite, and accurate, and achieves the desired result.		
溝通技能 Communication Skill	聽 Listening	說 Speaking	讀 Reading	寫 Writing
能力敘述 Description	-	-	<u>Objective:</u> 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.	<u>Objective:</u> 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)	City and Guilds (English for Business Communication, Qualifications Handbook): http://www.cityandguilds.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 suitable for students who anticipate that their job will involve reading a variety of communications in English 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：	<input checked="" type="checkbox"/> 大學部課程 <input type="checkbox"/> 研究所課程	講授－實習－學分：2-0-2
<p>教學目標(Objective)：</p> <p>CEF B1 speaking (equivalent to an intermediate level of proficiency on the TOEIC speaking test). The objectives of this course are as follows:</p> <ol style="list-style-type: none"> 1. Development of a high frequency of commonly used business language related to the buying and selling of commodities. 2. Ability to communicate accurately and concisely 3. A high level of appreciation of register and ability to vary one's tone. 4. Effective and persuasive representation of one's company 5. Bargaining and other negotiating skills. 6. Problem solving and decision making skills 7. Intercultural awareness and experience. 		
<p>教學內容綱要 Course outline and content：</p> <p>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.</p> <p>The topics to be covered in this course include:</p> <p>Jobs and responsibilities New Contacts Offers Negotiations Orders Customer Care</p>		
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.			
教學目標 Objective	<p>CEF B1 speaking (equivalent to an intermediate level of proficiency on the TOEIC speaking test). The objectives of this course are as follows:</p> <ol style="list-style-type: none"> 1. Development of a high frequency of commonly used business language related to the buying and selling of commodities. 2. Ability to communicate accurately and concisely 3. A high level of appreciation of register and ability to vary one's tone. 4. Effective and persuasive representation of one's company 5. Bargaining and other negotiating skills. 6. Problem solving and decision making skills 7. Intercultural awareness and experience. 			
修課規定 Course Criteria	學分 Credit(s)	2 credits, 1 semester		
	管考指標 Evaluation	<ol style="list-style-type: none"> 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 %. 2. Class participation and homework will count 30 %. 3. Attendance will count 10% 		
	學習目標 Learning Content	<p>The topics to be covered in this course include:</p> <p>Jobs and responsibilities New Contacts Offers Negotiations Orders Customer Care</p>		
溝通技能 Communication Skill	聽 Listening	說 Speaking	讀 Reading	寫 Writing
能力敘述 Description	<p><u>Objective:</u> Can understand the main points and important details of clear standard speech and conversations relating to commodity exchange, provided the content</p>	<p><u>Objective (Spoken Interaction):</u> Can deal with common situations encountered when exchanging commodities. Can enter unprepared into a</p>	<p><u>Objective:</u> Can understand texts such as catalogues, advertisements, notices and warning, queries</p>	—

	<p>incorporates a higher frequency of commonly used business language related to buying and selling. Can understand the main points of many radio or TV programs on current affairs in commodity exchange, provided the delivery is clear.</p>	<p>conversation involving commodity exchange, provided the discourse involves using mostly commonly used business language related to buying and selling.</p> <p><u>Objective (Spoken Production):</u> 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.</p>	<p>and complaints, requisitions and receipts, contracts, business articles, and other texts relating to commodity exchange.</p>	
<p>建立教材 Material(s)</p>	<p>1. English for Sales and Purchasing, by Lothar Gutjahr and Sean Mahoney, Published by Oxford University Press.</p>			
<p>可擔任之職務 Jobs that the students who have completed the course can apply for</p>	<p>This course is suitable for students who anticipate that their job will involve promoting their companies products and services. It is highly suitable for sales, marketing and advertising staff, product designers and service developers, and managers and entrepreneurs.</p>			

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 <hr/> (英文) Advanced Listening and Conversational English		
科目代碼：	<input checked="" type="checkbox"/> 大學部課程 <input type="checkbox"/> 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 日 學年度第 次系 所務會議通過。	

6-2 進階英語聽力與會話課程規劃

Advanced Listening and Conversational English Course Description

<p>課程綱要 Course Outline</p>	<p>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.</p>			
<p>教學目標 Objectives</p>	<ol style="list-style-type: none"> 1. 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). 2. To be able to effectively take notes from a lecture. 3. To have confidence sharing their opinion on different lecture topics. 4. To be able 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. 			
<p>修課規定 Course Criteria</p>	<p>學分 Credit(s)</p>	<p>2 credits, 1 semester</p>		
	<p>管考指標 Evaluation</p>	<p>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%.</p>		
	<p>學習目標 Learning Content</p>	<p>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 chapter, students are presented with and practice listening, note-taking and discussion strategies.</p> <p>Chapters consist of the following components:</p> <p>Building background knowledge: Think about the topic, reading passage, vocabulary work, review.</p> <p>Prepare to listen and Take Notes: Listening strategy, lecture language, practice lecture, note-taking strategy, note-taking strategy practice.</p> <p>Listen and Take Notes: Predictions, lecture, comprehension, summarizing</p> <p>Discuss the Issue: Discussion strategy, strategy practice, discussion.</p>		
<p>溝通技能</p>	<p>聽</p>	<p>說</p>	<p>讀</p>	<p>寫</p>

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

科目名稱(Course)：(中文) 進階英語簡報		
(英文) Advanced English Presentation Skills		
科目代碼：	<input checked="" type="checkbox"/> 大學部課程 <input type="checkbox"/> 研究所課程	講授－實習－學分：2-0-2
教學目標(Objective)： <ol style="list-style-type: none"> 1. The course is for students with at least 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 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. 4. The implementation of sensitivity and the aforesaid specific skills will afford the presenter the ability to communicate clearly and achieve the right impact. These are the ultimate goals of an effective, advanced presentation. 		
教學內容綱要 Course outline and content： <p>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.</p> <p>The content of this course is broken down into a series of ten modules from <i>Fifty Ways to Improve Your Presentation Skills in English...without too much effort!</i> 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. Module 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.</p>		
系所主管簽章：	年 月 日	學年度第 次系務會議通過。

7-2 進階英語簡報課程規劃

Advanced English Presentation Skills Course Description

<p>課程綱要 Course Outline</p>	<p>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.</p>	
<p>教學目標 Objectives</p>	<ol style="list-style-type: none"> 1. 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. 2. 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. 3. The implementation of sensitivity and the aforesaid specific skills will afford the presenter the ability to communicate clearly and achieve the right impact. These are the ultimate goals of an effective presentation. 	
<p>字彙量 Vocabulary Requirement</p>	<p>3500 words based on the “occupational” domain of CEFR framework</p>	
<p>修課規定 Course Criteria</p>	<p>學分 Credit(s)</p>	<p>2</p>
	<p>管考指標 Evaluation</p>	<ol style="list-style-type: none"> 1. Quizzes over lecture content 20% 2. Practice Presentations 20% 3. Attendance and participation 30% 4. Final Presentations 30%
	<p>學習目標 Learning Content</p>	<p>The content of this course is broken down into a series of ten modules from <i>Fifty Ways to Improve Your Presentation Skills in English...without too much effort!</i> 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,</p>

		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.	<p><u>Spoken Interaction</u> 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).</p> <p><u>Spoken Production</u> I can deliver effective presentations in English with confidence.</p> <p>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.</p>	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. <i>Fifty Ways to Improve Your Presentation Skills in English...without too much effort!</i> by Bob Dignen , Bookman Books, 2007.			
可擔任之職務 Jobs that the students who have completed the course can apply for	The course is designed to improve the English presentation skills of any professional or businessperson who is required to present information as part of their professional life. Among these types of occupations are: sales, marketing, law, design, engineering, communications, advertising, business management, architecture, education, etc.			

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 :	<input checked="" type="checkbox"/> 大學部課程 <input type="checkbox"/> 研究所課程	講授－實習－學分 : 2-0-2
教學目標(Objective) : <ol style="list-style-type: none"> 1. The course is designed for students who have passed Intermediate Journalism English. 2. To explore the characteristics and conventions of journalistic writing. 3. To practice strategies for analyzing the content and viewpoint of an article and relevant issues. 4. To train learners to become more confident and critical audience of news-related resources. 5. To enhance learners' cross-cultural awareness and global vision. 6. To equip learners with up-to-the-minute profession-specific terms, specialized idioms, and work ethics in their respective fields. 7. To prepare aspiring learners for future graduate study in their respective major fields. 8. To sharpen learners' sense of logic and argumentation skills in dealing with controversial issues. 		
教學內容綱要 Course outline and content : <ol style="list-style-type: none"> 1. 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. 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. 3. 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. 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

<p>課程綱要 Course Outline</p>	<ol style="list-style-type: none"> 1. 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. 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. 3. 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. 4. Practice interpreting headlines, paraphrasing passages, and summarizing articles. 						
<p>教學目標 Objectives</p>	<ol style="list-style-type: none"> 1. The course is designed for students who have passed Intermediate Journalism English. 2. To explore the characteristics and conventions of journalistic writing. 3. To practice strategies for analyzing the content and viewpoint of an article and relevant issues. 4. To train learners to be more confident and critical audience of news-related resources. 5. To enhance learners' cross-cultural awareness and global vision. 6. To equip learners with up-to-the-minute profession-specific terms, specialized idioms, and work ethics in their respective fields. 7. To prepare aspiring learners for future graduate study in their respective major fields. 8. To sharpen learners' sense of logic and argumentation skills in dealing with controversial issues. 						
<p>字彙量 Vocabulary Requirement</p>	<p>6500 English function and content words published by the College Entrance Examination Center</p>						
<p>修課規定 Course Criteria</p>	<table border="1"> <tr> <td data-bbox="379 1839 536 1910"> <p>學分 Credit(s)</p> </td> <td colspan="2" data-bbox="536 1839 1436 1910"> <p>2 credit hours</p> </td> </tr> <tr> <td data-bbox="379 1910 536 2020"> <p>管考指標 Evaluation</p> </td> <td data-bbox="536 1910 1273 2020"> <ol style="list-style-type: none"> 1. Midterm and final examinations 2. Power-point presentation 3. Writing assignments </td> <td data-bbox="1273 1910 1436 2020"> <p>30% 20% 30%</p> </td> </tr> </table>	<p>學分 Credit(s)</p>	<p>2 credit hours</p>		<p>管考指標 Evaluation</p>	<ol style="list-style-type: none"> 1. Midterm and final examinations 2. Power-point presentation 3. Writing assignments 	<p>30% 20% 30%</p>
<p>學分 Credit(s)</p>	<p>2 credit hours</p>						
<p>管考指標 Evaluation</p>	<ol style="list-style-type: none"> 1. Midterm and final examinations 2. Power-point presentation 3. Writing assignments 	<p>30% 20% 30%</p>					

	4. Attendance and participation 20%			
	學習目標 Learning Content	<ol style="list-style-type: none"> 1. 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. 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. 3. 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. 4. Practice interpreting headlines, paraphrasing passages, and summarizing articles. 5. Debate the pros and cons of an issue. 		
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 television and radio news programming.	<u>Spoken Interaction</u> 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 to become opinion leaders or policy makers in their sought-after career in various industries or government agencies.			

9-1 進階職場英文寫作教學大綱

科目名稱(Course) : (中文) 進階職場英文寫作 <hr/> (英文) Advanced Business Writing		
科目代碼 :	<input checked="" type="checkbox"/> 大學部課程 <input type="checkbox"/> 研究所課程	講授－實習－學分 : 2-0-2
教學目標(Objective) : 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 diagrammatic sources 3. Respond appropriately in concise and accurate English to a variety of situations. 4. Show a high level of appreciation of register, and vary their written tone. 5. Enjoyment and confidence in business writing 6. Autonomous learning ability		
教學內容綱要 Course outline and content : <p>The course hopes to improve students' writing ability in order that they may be able to respond fast and accurately to business situations requiring more complex responses. The course is suitable for intermediate level students.</p> <p>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.</p>		
系所主管簽章 :	年 月 日 學年度第 次系 所務會議通過。	

9-2 進階職場英文寫作課程規劃

Advanced Business Writing Course Description

課程綱要 Course Outline	The course hopes to improve students' writing ability in order that they may be able to respond fast and accurately to business situations requiring more complex responses. The course is suitable for intermediate level students.			
教學目標 Objective	<p>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:</p> <ol style="list-style-type: none"> 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 diagrammatic sources 3. Respond appropriately in concise and accurate English to a variety of situations. 4. Show a high level of appreciation of register, and vary their written tone. 5. Enjoyment and confidence in business writing 6. Autonomous learning ability 			
修課規定 Course Criteria	學分 Credit(s)	2 credits, 1 semester		
	管考指標 Evaluation	<ol style="list-style-type: none"> 1. Students will be given a mid-term and a final exam. Each exam will be based on the learning content. Each exam will count 30 %. 2. In-class writing tasks and homework will count 30 %. 3. Attendance and oral participation in class will count 10% 		
	學習目標 Learning Content	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.		
溝通技能 Communication Skill	聽 Listening	說 Speaking	讀 Reading	寫 Writing
能力敘述 Description	-	-	<u>Objectives:</u> <ul style="list-style-type: none"> • Demonstrate an understanding of a wide range of internal and external business communications, e.g. 	<u>Objectives:</u> <ul style="list-style-type: none"> • Write concise letters, memos and faxes in response to a wide range of business situations. • Draft other documents

			<p>memos and letters, written telephone messages, faxes and emails.</p> <ul style="list-style-type: none"> • 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, etc 	<p>for business purposes: invitations, speeches, minutes of meetings, advertisements and mail shots, press releases, articles and circular letters.</p> <ul style="list-style-type: none"> • Draft a short analytical report.
<p>建立教材 Material(s)</p>	<p>City and Guilds (English for Business Communication, Qualifications Handbook): http://www.cityandguilds.com/documents/ind_general_learning_esol/EBC_qualification_handbook.pdf</p>			
<p>可擔任之職務 Jobs that the students who have completed the course can apply for</p>	<p>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.</p>			

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 <hr/> (英文) Planning and Practicum of Trading Shows		
科目代碼 :	<input checked="" type="checkbox"/> 大學部課程 <input type="checkbox"/> 研究所課程	講授－實習－學分：2-0-2
教學目標(Objective) : CEF B1 in speaking (equivalent to an intermediate level of proficiency on the TOEIC speaking test). The objectives of this course are as follows: <ol style="list-style-type: none"> 1. Development of a high frequency of commonly used business related language as well as the common language specific to trade fairs and exhibitions. 2. Ability to communicate accurately and concisely. 3. Highly professional and polite demeanor. 4. A high level of appreciation of register and ability to vary one's tone. 5. Effective and persuasive representation of one's company. 6. Planning and development skills. 7. Bargaining and other negotiating skills. 8. Problem solving and decision making skills. 9. Intercultural awareness and experience. 		
教學內容綱要 Course outline and content : 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 incorporates authentic scenarios and a practical project for further training and guidance. The topics to be covered include: <ul style="list-style-type: none"> • 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 日 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

Planning and Practicum of Trading Shows Course Description

課程綱要 Course Outline	<p>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 complex manner when presenting and discussing their company's products and services. The course is useful for Intermediate level students.</p>			
教學目標 Objective	<p>CEF B1 in speaking (equivalent to an intermediate level of proficiency on the TOEIC speaking test). The objectives of this course are as follows:</p> <ol style="list-style-type: none"> 1. Development of a high frequency of commonly used business related language as well as the common language specific to trade fairs and exhibitions. 2. Ability to communicate accurately and concisely. 3. Highly professional and polite demeanor. 4. A high level of appreciation of register and ability to vary one's tone. 5. Effective and persuasive representation of one's company. 6. Planning and development skills. 7. Bargaining and other negotiating skills. 8. Problem solving and decision making skills. 9. Intercultural awareness and experience. 			
修課規定 Course Criteria	學分 Credit(s)	2 credits, 1 semester		
	管考指標 Evaluation	<ol style="list-style-type: none"> 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 %. 2. Class participation and homework will count 30 %. 3. Attendance will count 10% 		
	學習目標 Learning Content	<p>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 incorporates authentic scenarios and a practical project for further training and guidance. The topics to be covered include:</p> <ul style="list-style-type: none"> • 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 		
溝通技能 Communication Skill	聽 Listening	說 Speaking	讀 Reading	寫 Writing

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