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# 國立高雄科技大學 NATIONAL KAOHSIUNG UNIVERSITY OF SCIENCE AND TECHNOLOGY

## 授課大綱 Syllabus

部别:日間部碩士

112學年度第2學期

列印日期: 2024/03/04

中文課程名稱: 商用英語溝通技 芽	英文課程名稱 : Communication of Commercial Used	授課教師 : 林黃淑
	English	化
開 課 班 級 : 智慧商務碩士二 甲	學 分:3.0	授課時數 : 3.0
合 班 班 級: 智慧商務碩士一甲		實習時數: 0.0

#### <u>1. 中文教學目標(Chinese Teaching objectives)</u>

本課程擬提供學生初級英文,聽、說、之訓練。學生修畢本級數課程後,應能達成1500~2000 之字彙能力,並能簡單對話.進而閱讀初級英文文章,及聽懂切身相關領域中所使用之英文訊息;學生應亦能使用初級英文的英文句子及口語 表達。This course is designed for all-levels students to build up their skills in English, through a wide range of topics and activities. The vocabulary ability is aimed at 1500-2000 words. Students are expected to acquire functional reading and oral expression competency through the course.

## <u>2.英文教學目標(English Teaching objectives)</u>

本課程擬提供學生初級英文,聽、說、之訓練。學生修畢本級數課程後,應能達成1500~2000 之字彙能力,並能簡單對話.進而閱讀初級英文文章,及聽懂切身相關領域中所使用之英文訊息;學生應亦能使用初級英文的英文句子及口語 表達。This course is designed for all-levels students to build up their skills in English, through a wide range of topics and activities. The vocabulary ability is aimed at 1500-2000 words. Students are expected to acquire functional reading and oral expression competency through the course.

## <u>3. 中文教學綱要(Chinese CourseDescription )</u>

如何在溝通場合選用最恰當的主題, 表答適當的用語, 單字量的展現與正確文法之使用, 以英語達到百分百之對話. Communicating with interlocutor by using appropriate words and sentences to demonstrate one's oral abilities in English. Enhance learner's communication skills in an excellent dialogue.

## <u>4.英文教學綱要(English CourseDescription )</u>

如何在溝通場合選用最恰當的主題, 表答適當的用語, 單字量的展現與正確文法之使用, 以英語達到百分百之對話. Communicating with interlocutor by using appropriate words and sentences to demonstrate one's oral abilities in English. Enhance learner's communication skills in an excellent dialogue.

#### <u>5. 中文核心能力</u>

<u>v.</u>					
	核心能力名稱	核心能力百分比			
1	管理基礎能力	20%			
2	管理決策能力	20%			
3	組織管理能力	20%			
4	院共同基礎能力	20%			
<u>6.</u> 3	<u>6. 英文核心能力</u>				
	核心能力名稱	核心能力百分比			
1	Basic management skills	20%			
2	Decision making skill	20%			

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3 Organ	nizational management skill		20%	
4 Core	competence in college of m	anagement	20%	i
7. 教科書				
中文	書名 : Listening PRO2 2nd E	dition 英文書名:Listenin	g PRO2 2nd Edition	
	作者: Joseph Schier 英文化	-		
	出版社 : National Geographi	c Learning 英文出版社:Na	tional Geographic Le	arning
出版	日期:年月 備註:			
8. 參考書				
	書名 : 新制多益 NEW TOEIC 」			
	:新制多益 NEW TOEIC 單字大		完全掌握!(附13小時8	種版本MP3)
1	作者:David Cho 英文作者			
	出版社 : 國際學村 英文出版 日期 : 年 月 備註 :	社・國際学村		
山成	口朔 . 十 / 佣 征 .			
9. 教學進				
週次或項	· · · · · · · · · · · · · · · · · · ·	<b>站</b> 子 松 细 内 穷	八和祭女	
目	中文授課內容 Chinese Course	英文授課內容 English Course	分配節次 Assigned	備註
Week or Items	Content	Content	Classes	Note
	Introducing of semester	Introducing of semester		
L	schedule	schedule		
		7 Who's calling,please?		
	A: Business Introductions	A: Business Introductions		
	Reasons for Calling			
	B: Vocabulary: Words	B: Vocabulary: Words		
2	related to Customers	related to Customers		
	Sales Calls	Sales Calls		
	C: Call Centers	C: Call Centers		
	Activity:	Activity:		
	Making cold calls	Making cold calls		
	7 Who's calling,please? A:	7 Who's calling,please? A:		
	Business Introductions	Business Introductions		
	Reasons for Calling B:	Reasons for Calling B:		
	B: Vocabulary: Words	B: Vocabulary: Words		
3	related to Customers	related to Customers		
	Sales Calls C:	Sales Calls C:		
	Call Centers	Call Centers		
	Activity: Making cold calls	Activity: Making cold calls		
1		-		
1	8. Welcome to our booth!	8. Welcome to our booth!		
	A:	A:		
	Booths Trade Shows	Booths Trade Shows		
		B:		
	B:	D.		
	B: Vocabulary: Words related to business	Vocabulary: Words related to business		

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	events Product Demonstrations	events Product Demonstrations
	C: Customer Surveys	C: Customer Surveys
	Activity:	Activity:
	Completing a questionnaire	Completing a questionnaire
	quescionnaire	quescionnari e
	8. Welcome to our	8. Welcome to our
	booth!	booth! A:
	A: Booths	A: Booths
	Trade Shows	Trade Shows
	В:	В:
	Vocabulary: Words	Vocabulary: Words
	related to business	related to business events
	events Product Demonstrations	Product Demonstrations
	C:	C:
	Customer Surveys	Customer Surveys
	Activity:	Activity:
	Completing a	Completing a
	questionnaire	questionnaire
	9. Let's celebrate!	9. Let's celebrate!
	A:	A:
	Event Planning Milestones	Event Planning Milestones
	B:	B:
	Vocabulary: Words	Vocabulary: Words
	related to business	related to business
	celebrations	celebrations
	C: Dress Codes	C: Dress Codes
	Activity:	Activity:
	Judging one's looks	Judging one's looks
	9. Let's celebrate!	9. Let's celebrate!
	A:	A:
	Event Planning	Event Planning
	Milestones B:	Milestones B:
	Vocabulary: Words	Vocabulary: Words
	related to business	related to business
	celebrations	celebrations
	C:	C:
	Dress Codes Activity:	Dress Codes Activity:
	Judging one's looks	Judging one's looks
	9. Let's celebrate!	9. Let's celebrate!
	A:	A:
	Event Planning	Event Planning
	Milestones	Milestones
	B: Vacabulanus Handa	B:
	Vocabulary: Words related to business	Vocabulary: Words related to business
	celebrations	celebrations
	C:	C:
	Dress Codes	Dress Codes
	Activity:	Activity:
	Judging one's looks	Judging one's looks

Mid-term

10. Is this for sale or 10. Is this for sale or for rent? for rent? A: A: Landlord and Home Landlord and Home Repairs Repairs Home Types and Ideal Home Types and Ideal Locations Locations **B**: **B**: 10 Vocabulary: Words Vocabulary: Words related to housing related to housing issues issues Buying and Selling Buying and Selling Homes Homes с: C: Dealing with Realtors Dealing with Realtors Activity: Activity: Closing a deal Closing a deal 10. Is this for sale or 10. Is this for sale or for rent? for rent? A: A: Landlord and Home Landlord and Home Repairs Repairs Home Types and Ideal Home Types and Ideal Locations Locations **B**: **B**: 11 Vocabulary: Words Vocabulary: Words related to housing related to housing issues issues Buying and Selling Buying and Selling Homes Homes C: C: Dealing with Realtors Dealing with Realtors Activity: Activity: Closing a deal Closing a deal 10. Is this for sale or 10. Is this for sale or for rent? for rent? A: A: Landlord and Home Landlord and Home Repairs Repairs Home Types and Ideal Home Types and Ideal Locations Locations Β: **B**: 12 Vocabulary: Words Vocabulary: Words related to housing related to housing issues issues Buying and Selling Buying and Selling Homes Homes **C**: C: Dealing with Realtors Dealing with Realtors Activity: Activity: Closing a deal Closing a deal 11. Stay tuned! 11. Stay tuned! A: A: **Television Shows Television Shows** Radio Shows Radio Shows B: **B**: Vocabulary: Words Vocabulary: Words 13 related to TV programs related to TV programs Movies Movies **C**: C: Show Hosts Show Hosts Activity: Activity: Making a presentation Making a presentation

14	<pre>11. Stay tuned! A: Television Shows Radio Shows B: Vocabulary: Words related to TV programs Movies C:</pre>	<pre>11. Stay tuned! A: Television Shows Radio Shows B: Vocabulary: Words related to TV programs Movies C:</pre>
	Show Hosts Activity: Making a presentation	Show Hosts Activity: Making a presentation
	11. Stay tuned! A: Television Shows Radio Shows B:	11. Stay tuned! A: Television Shows Radio Shows B:
15	Vocabulary: Words related to TV programs Movies C: Show Hosts	Vocabulary: Words related to TV programs Movies C: Show Hosts
	Activity: Making a presentation	
	12. Tech-savvy or tech- ignorant? A: Electronic Objects Mechanical Objects B:	<pre>12. Tech-savvy or tech- ignorant? A: Electronic Objects Mechanical Objects B:</pre>
16	Vocabulary: Words related to technology Scientific Discoveries C:	Vocabulary: Words related to technology
	12. Tech-savvy or tech- ignorant? A: Electronic Objects	12. Tech-savvy or tech- ignorant? A: Electronic Objects
17	Mechanical Objects B: Vocabulary: Words related to technology Scientific Discoveries C:	Mechanical Objects B: Vocabulary: Words related to technology
18	Final	Final
10. 中さ	工成績評定(Chinese Evalue	tion method)
Attenda	nce 30% Midterm 30% Final 40%	<u></u>
11. 英文	て成績評定(English Evalua	<u>ition method )</u>

## <u>11.英文成績評定(English Evaluation method )</u>

Attendance 30% Midterm 30% Final 40%

## <u>12. 中文課堂要求(Chinese Classroom requirements )</u>

認真. 好學. 想學會口語並增加英語字彙, 進而能閱讀簡單文章. 願意嚐試開口說英語運用於日常生活. Motivation required. Enhancing Oral skill as well as reading an article easily in daily life. Students need to be interested in English.

#### <u>13.英文課堂要求(English Classroom requirements )</u>

認真. 好學. 想學會口語並增加英語字彙, 進而能閱讀簡單文章. 願意嚐試開口說英語運用於日常生活. Motivation required. Enhancing Oral skill as well as reading an article easily in daily life. Students need to be interested in English.

## <u>14. 本課程與SDGs相關項目(This course is relevant to these of SDGs as following )</u>

「遵守智慧財產權」;「不得非法影印」!