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**國立高雄科技大學**  
**NATIONAL KAOHSIUNG**  
**UNIVERSITY OF SCIENCE**  
**AND TECHNOLOGY**  
**授課大綱 Syllabus**

部別：日間部四技

112學年度第2學期

列印日期：2024/03/06

中文課程名稱：財經英文閱讀 英文課程名稱：English Readings in Finance and Economics 授課教師：洪佳雯  
 開課班級：金融系一甲 學分：3.0 授課時數：3.0  
 合班班級：金融系一乙 實習時數：0.0

**1. 中文教學目標(Chinese Teaching objectives)**

財經新聞有其慣用的敘述手法，充滿專有名詞、歷史典故、引申譬喻、雙關語等，初學者往往不明就理，無法精確掌握。本書作者為財經英文領域高手，又在大學任教，特別整理來自不同媒體的財經新聞和專題，搜羅相關的論文研究，深入淺出介紹各個面向的財經概念和軼聞。從股票、行動支付到政府的貨幣政策，讓讀者不僅習得基礎的金融市場概念，同時也學到財經相關的英文詞彙和用語。

**2. 英文教學目標(English Teaching objectives)**

Financial news has its usual narrative techniques, which are full of proper nouns, historical allusions, extended metaphors, puns, etc., and beginners are often unclear and unable to grasp it accurately. The author of this book is a master in the field of financial English and teaches at a university. He specially sorts out financial news and topics from different media, collects related research papers, and introduces various financial concepts and anecdotes in simple terms. From stocks, mobile payment to the government's monetary policy, readers not only learn basic financial market concepts, but also learn English vocabulary and terms related to finance and economics.

**3. 中文教學綱要(Chinese CourseDescription)**

除了上課的主教材以外，會增加CNN的教學影片，增加學生們的新聞英文的能力，教學內容如下：  
 ■主題式文章閱讀，從股市到貨幣概念一把抓  
 ■英中主文對照，財經關鍵詞彙解說豐富嚴謹  
 ■深入淺出解析金融風暴，幽默笑談財經軼聞

**4. 英文教學綱要(English CourseDescription)**

In addition to the main teaching materials for the class, CNN teaching videos will be added to increase the students' news English ability. The teaching content is as follows:  
 ■Thematic article reading, from stock market to currency concept  
 ■Comparison of English and Chinese main texts, rich and rigorous explanation of financial key words  
 ■Analyze financial turmoil in simple language, humorously talk about financial anecdotes

**5. 中文核心能力**

核心能力名稱(中)	核心能力名稱(英)	核心能力百分比	備註
認識與使用資訊科技的能力。			
熟悉與執行各項銀行業務的能力。			
協助公司在資本市場籌資金的能力。			
熟知與遵守各種財務與金融法規的能力。			
認識與分析國內與國際經濟環境的能力。			

了解與應用財務理論、財務分析與財務報告的能力。

運用數量方法、統計資料分析和  
管理科學從事決策制定的能力。

熟悉各項金融商品，並依據客戶理財需求從事金融資產配置規劃與金融商品銷售的能力。

蒐集處理與維護財務資訊，執行會計作業、編製財務資訊報表，幫助企業制訂決策的能力。

無英文核心能力資料。

## 7. 教科書

中文書名：財經新聞學英文 英文書名：

中文作者：楊德源 英文作者：

1 中文出版社：書林出版有限公司 英文出版社：

出版日期：年 月 備註：

中文書名： 英文書名：Absolute Financial English

中文作者： 英文作者：Curtis M. Revis Seubert

2 中文出版社： 英文出版社：Cosmos

出版日期：年 月 備註：

## 8. 參考書

中文書名：biz-互動英語英文財金用語 英文書名：

中文作者：Live ABC編輯部 英文作者：

1 中文出版社：秋雨創新股份公司 英文出版社：

出版日期：年 月 備註：

## 9. 教學進度表

週次或項目 Week or Items	中文授課內容 Chinese Course Content	英文授課內容 English Course Content	分配節次 Assigned Classes	備註 Note
Week 1	•Unit 1 Analysts vs Orangutans 分析師決戰紅毛猩猩	•Unit 1 Analysts vs Orangutans	3	
Week 2	Unit 2 More Contests between Analysts and Monkeys 人猴大戰續集	Unit 2 More Contests between Analysts and Monkeys	3	
Week 3	Unit 3 Mobile Money 行動貨幣	Unit 3 Mobile Money 行動貨幣	3	

	Unit 4 The Impact of Mobile Money 行動貨幣之影響	Unit 4 The Impact of Mobile Money	
Week 4	Unit 5 The Operation of the Stock Market 股市運作	Unit 5 The Operation of the Stock Market	3
	Unit 6 High-Frequency Trading 高頻率交易	Unit 6 High-Frequency Trading	
Week 5	Unit 7 The Impact of High-Frequency Trading 高頻率交易之影響	Unit 7 The Impact of High-Frequency Trading	3
	Unit 8 Isaac Newton and the South Sea Bubble 牛頓與南海泡沫	Unit 8 Isaac Newton and the South Sea Bubble	
Week 6	Unit 9 John Law, Mississippi Bubble, and John Maynard Keynes 勞約翰、密西西比泡沫與凱因斯	Unit 9 John Law, Mississippi Bubble, and John Maynard Keynes	3
	Unit 10 The Sun, the Moon, and Stock Returns 太陽、月亮、股票報酬率	Unit 10 The Sun, the Moon, and Stock Returns	
Week 7	Unit 11 A Portfolio Strategy to Weather the Storm of Business Cycles 克服景氣循環風暴的投資組合策略	Unit 11 A Portfolio Strategy to Weather the Storm of Business Cycles	3
	Unit 12 The Market for Lemons: Information Asymmetry and the Agency Problem 檸檬市場：資訊不對稱及代理問題	Unit 12 The Market for Lemons: Information Asymmetry and the Agency Problem	
Week 8	Unit 13 The Short Lifespan of Long-Term Capital Management (LTCM) 短命的長期資本管理公司 (LTCM)	Unit 13 The Short Lifespan of Long-Term Capital Management (LTCM)	3
Week 9	期中報告	Midterm report	3
	Unit 14 The Saga of Two Giant Investment Banks: Bear Stearns and Lehman Brothers 兩大投資銀行的艱辛歷程：貝爾斯登與雷曼兄弟	Unit 14 The Saga of Two Giant Investment Banks: Bear Stearns and Lehman Brothers	
Week 10			3

	Unit 15 Amaranth Advisors 不凋之花投資顧問有限公司	Unit 15 Amaranth Advisors	
Week 11	Unit 16 The Blunders of Rogue Trader Nick Leeson and the Fall of Barings 惡棍交易員尼克·李森作的蠢事和霸菱集團的沒落	Unit 16 The Blunders of Rogue Trader Nick Leeson and the Fall of Barings	3
	Unit 17 The Notorious Japanese Corporate Culture: On the Cases of Daiwa Bank and Sumitomo •惡名昭彰的日本公司文化：大和銀行及住友	Unit 17 The Notorious Japanese Corporate Culture: On the Cases of Daiwa Bank and Sumitomo	3
Week 12	Unit 18 Episodes during the Great Recession and the Internet Era •大衰退及網路時代的事件	Unit 18 Episodes during the Great Recession and the Internet Era	
	Unit 19 Economic Policies: Monetary and Fiscal 經濟政策：貨幣與財政	Unit 19 Economic Policies: Monetary and Fiscal	3
Week 13	Unit 20 Financial Crises and the Precarious Nature of Banking 金融危機與銀行業的不穩定本質	Unit 20 Financial Crises and the Precarious Nature of Banking	3
	Unit 21 The Agency Problem Revisited: the Missing Built-in Checks 再論代理問題：失落的內建監控	Unit 21 The Agency Problem Revisited: the Missing Built-in Checks	3
Week 15	Unit 22 Financial Weapons of Mass Destruction 大規模毀滅性金融武器	Unit 22 Financial Weapons of Mass Destruction	
	Unit 23 Dealing with the Aftermath 處理善後	Unit 23 Dealing with the Aftermath	3
Week 16	Unit 24 Eurodollars and Eurobonds 境外美元與境外債券	Unit 24 Eurodollars and Eurobonds	
	Unit 25 Trade Policy 貿易政策	Unit 25 Trade Policy	3
Week 17	Final exam	Final exam	3
Week 18			

**10. 中文成績評定(Chinese Evaluation method)**

40%平時出席率和課堂練習 30%期中報告 30%期末考試

**11. 英文成績評定(English Evaluation method)**

40% usual attendance rate and class practice 30% interim report 30% final exam

**12. 中文課堂要求(Chinese Classroom requirements)**

希望同學出席率要保持良好, 課堂能夠跟老師互動不錯, 準時交練習, 就能夠得到很好的平時成績

**13. 英文課堂要求(English Classroom requirements)**

I hope that the attendance rate of students' will be good, the students can interact well with the teacher. Besides, the exercises will be handed in on time, so that you can get good class performance grades.

**14. 本課程與SDGs相關項目(This course is relevant to these of SDGs as following)**

3. 良好健康和福祉(Good Health and Well Being);4. 優質教育(Quality Education);

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