

國立屏東大學 111 學年度第 1 學期 教學課程綱要

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授課教師 Instructor：黃蘭棻 Lan-fen Huang (Mount Dawu College)

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| 開課序號<br>Course Number              | 2421/2423/2442   |
| 科目名稱<br>Course Title               | 商管英文   |
| 科目英文<br>名稱<br>English Course Title | English for Business Management  |
| 課程學分數<br>Credits                   | 2 學分 2 小時  |
| 必選修<br>Compulsory/<br>Elective     | 必修   |
| 授課語言<br>Working Languages          | English (major) / Chinese (minor)  |
| 主要教學<br>型態<br>Teaching Methods     | Lecture, pair/group discussion, writing and speaking practice  |
| 教學<br>目標<br>Teaching Objectives    | This course is an English for specific academic course for students of the College of Management, as a continuum curriculum scheme of academic English program from English for General Academic Purpose courses (2 courses/4 credits in Freshmen Year 1) to bridge through the EMI courses in the College of Management. The course introduces students to the language and discourse of business and develops their competence in speaking and writing about business & management topics. This 2-credit/one-semester course aims to help students build on the business & management discipline/domain-based language and communication skills. Students will be learning how to communicate effectively to accomplish oral and written tasks in the business-/management-related fields and be able to develop a useful communication toolkit targeted at external and internal audiences. |

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| <p>預期學習<br/>成果<br/>Intended<br/>Learning<br/>Outcomes<br/>(OLOs)</p>                        | <p>This course is designed and structured to address business-based students' learning needs in academic study and career planning. It is aimed to develop students' ability to describe business scenarios, discuss relevant issues, express their own ideas, and analyze or compare different but similar concepts in the field of business through the topics such as International Trade, Business Administration, Finance, Accounting, Leisure Management, Marketing and Distribution Management, Real Estate Management, Commerce Automation and Management, and Big Data Applications in Business. The level of this course's curriculum planning and design corresponds to the B2 level of the Common European Framework of Reference of Languages (CEFR). By the end of the course, students will be able to</p> <ol style="list-style-type: none"> <li>(1) increase their command of related vocabulary and terminology in business;</li> <li>(2) improve their academic reading and listening skills relevant to business;</li> <li>(3) develop their oral skills for business discussion and academic presentation;</li> <li>(4) enhance their writing skills for specific purposes and audiences;</li> <li>(5) build on their critical thinking and digital literacy for individual and teamwork.</li> </ol> |
| <p>每週課程<br/>內容及<br/>教學方法<br/>Weekly<br/>Course<br/>Content and<br/>Teaching<br/>Methods</p> | <p>Please see the table below and note that all information in this syllabus is subject to change if the instructor finds it necessary.</p>   |
| <p>與預期學習<br/>成果搭配的<br/>多元評量<br/>Multiple<br/>Assessments<br/>for the ILOs</p>               | <ol style="list-style-type: none"> <li>1. Task 1 (Writing) (Individual) Vocabulary journals and tests (including the pre-test and post-test) 25% (Deadline for vocabulary journal: Week 16)</li> <li>2. Task 2 (Speaking) (Individual) Video-recording 3-min personal SWOT analysis presentation (including an informational interview with a professional) 25%</li> <li>3. Task 3 (Speaking) (Group) In-class presentation 25%</li> <li>4. Task 4 (Writing) (Individual) Email writing 25%</li> </ol> <p>Self-access practice test: 10/19-10/25 Test 1 &amp; 11/23-11/29 Test 2</p>  |
| <p>主要<br/>讀本<br/>Textbook(s)</p>  | <p>There is no textbook attached to this course but a learning pack will be provided weekly on Google Classroom.</p> <p>Please respect intellectual property rights. Any unauthorized reproduction of class materials is prohibited.</p>  |
| <p>參考<br/>書目<br/>Reference(s)</p>   | <p>Provided in the handouts distributed by the instructor</p>   |
| <p>其他<br/>事項<br/>Others</p>   |   |

| Week | Date             | Theme  | Contents  | Intended learning outcomes   | Assessments  | Notes |
|------|------------------|--|---|--|--|-------|
| 1    | 9/5              | <ul style="list-style-type: none"> <li>Course overview</li> </ul>  | <ul style="list-style-type: none"> <li>Introduction to the course</li> </ul>  |  | <ul style="list-style-type: none"> <li><b>Task 1</b> (Writing) (Individual) Vocabulary journals and tests</li> </ul>                 |       |
|      |                  | <ul style="list-style-type: none"> <li>Pre-test</li> </ul>   | <ul style="list-style-type: none"> <li>Listening and reading tests</li> </ul>   |  |  |       |
| 2    | 9/12             |  | <ul style="list-style-type: none"> <li>Informational interview</li> </ul>   | <ul style="list-style-type: none"> <li>understand the objectives of informational interviews</li> <li>discuss and communicate the personnel requirements in the business &amp; management community</li> <li>conduct an informational interview</li> </ul>   |  |       |
|      |                  | <ul style="list-style-type: none"> <li>Pre-test</li> </ul>   | <ul style="list-style-type: none"> <li>Writing and speaking tests</li> </ul>  |  |  |       |
| 3    | 9/19             | <ul style="list-style-type: none"> <li><b>Theme 1</b> Disciplinary Language Awareness</li> </ul>                   | <ul style="list-style-type: none"> <li>Positive personality traits for the workplace</li> <li>Personal SWOT analysis</li> </ul>         | <ul style="list-style-type: none"> <li>expand disciplinary vocabulary on an ongoing basis</li> <li>understand the main ideas of complex text on both concrete and abstract topics</li> <li>identify the purpose and key information of a text;</li> <li>distinguish fact from opinion;</li> <li>synthesize &amp; organize material from spoken and written sources;</li> <li>evaluate sources &amp; critically analyze academic texts</li> </ul> | <ul style="list-style-type: none"> <li><b>Task 2</b> (Speaking) (Individual) Video-recording 3-min personal SWOT analysis</li> </ul> |       |
| 4    | 9/26             |  |   |  |  |       |
| 5    | 10/3             |  |   |  |  |       |
| 6    | <del>10/10</del> |  |   |  |  |       |
| 7    | 10/17            | <ul style="list-style-type: none"> <li><b>Theme 2</b> Disciplinary Language Awareness &amp; Integration</li> </ul> | <ul style="list-style-type: none"> <li>Selected topics related to business management</li> <li>Tips on giving a presentation</li> </ul> | <ul style="list-style-type: none"> <li>understand, discuss and communicate major topics or issues in business</li> <li>select and extract salient information from a variety of sources</li> <li>analyze data critically to form objectives and balanced judgments</li> <li>summarize, paraphrase &amp; synthesize information from</li> </ul>   | <ul style="list-style-type: none"> <li><b>Task 3:</b> (Speaking) (Group) In-class presentation</li> </ul>                            |       |
| 8    | 10/24            |  |   |  |  |       |
| 9    | 10/31            |  |   |  |  |       |
| 10   | 11/7             |  |   |  |  |       |
| 11   | 11/14            |  |   |  |  |       |

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| 12 | 11/21                |   |   | credible sources<br>• create a coherent and cohesive presentation  |  |  |
| 13 | 11/28                | • <b>Theme 3</b><br>Disciplinary<br>Communication   | • Techniques<br>to write<br>emails          | • begin and end emails<br>professionally<br>• structure emails logically<br>• adapt formality and tone to<br>match the purpose and audience                        | • <b>Task 4:</b><br>(Writing)<br>(Individual)<br>Email writing |  |
| 14 | 12/5                 |   |   |  |  |  |
| 15 | 12/12                |   |   |  |  |  |
| 16 | 12/19                | • Post-test   | Reading,<br>listening and<br>speaking tests |  |  |  |
| 17 | (done<br>in<br>Sep.) | Alternative curriculum<br>An informational interview with a<br>professional in the business<br>management field |   | • understand the objectives of<br>informational interviews<br>• discuss and communicate the<br>personnel requirements in the<br>business & management<br>community |  |  |
| 18 |                      |   |   |  |  |  |