

國立屏東大學 111 學年度第 2 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)

開課序號 Course Number	1328/1329/1330
科目名稱 Course Title	商管英文
科目英文 名稱 English Course Title	English for Business Management
課程學分數 Credits	2 學分 2 小時
必選修 Compulsory/ Elective	必修
授課語言 Working Languages	English (major) / Chinese (minor)
主要教學 型態 Teaching Methods	Lecture, pair/group discussion, writing and speaking practice
教學 目標 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.

<p>預期學習 成果 Intended Learning Outcomes (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"> (1) increase their command of related vocabulary and terminology in business; (2) improve their academic reading and listening skills relevant to business; (3) develop their oral skills for business discussion and academic presentation; (4) enhance their writing skills for specific purposes and audiences; (5) build on their critical thinking and digital literacy for individual and teamwork.
<p>每週課程 內容及 教學方法 Weekly Course Content and Teaching 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 成果搭配的 多元評量 Multiple Assessments for the ILOs</p>	<ol style="list-style-type: none"> 1. Task 1 (Writing) (Group) Informational interview report 20% 2. Task 2 (Speaking) (Individual) Video-recording 3-min personal SWOT analysis presentation 20% 3. Task 3 (Speaking) (Group) In-class presentation 20% (2 mins for each member) 4. Task 4 (Writing) (Individual) Email writing 20% 5. Exercises for vocabulary and speaking 20% <p>Self-access practice test: 3/22-28 Online Test 1 & 4/19-25 Online Test 2</p>
<p>主要 讀本 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 書目 Reference(s)</p>	<p>Provided in the handouts distributed by the instructor</p>
<p>其他 事項 Others</p>	

Week	Date	Theme	Contents	Intended learning outcomes	Assessments	Notes
1	2/13	<ul style="list-style-type: none"> Course overview 	<ul style="list-style-type: none"> Introduction to the course Informational interview 	<ul style="list-style-type: none"> understand the objectives of informational interviews discuss and communicate the personnel requirements in the business & management community conduct an informational interview 	<ul style="list-style-type: none"> Task 1: Informational interview report 	
		<ul style="list-style-type: none"> Pre-test 	<ul style="list-style-type: none"> Reading and writing tests 			
2	2/18		<ul style="list-style-type: none"> Informational interview 	<ul style="list-style-type: none"> understand the objectives of informational interviews discuss and communicate the personnel requirements in the business & management community 		
		<ul style="list-style-type: none"> Pre-test 	<ul style="list-style-type: none"> Listening and speaking tests 			
3	2/27 2/20	<ul style="list-style-type: none"> Theme 1 Disciplinary Identity & Community 	<ul style="list-style-type: none"> Recruitment advertisements Personal SWOT analysis 	<ul style="list-style-type: none"> select and extract salient information from a variety of sources in business & management orally present personal SWOT analysis using an infographic 	<ul style="list-style-type: none"> Exercises: Vocabulary or speaking Task 2: Individual 3-min personal SWOT analysis presentation 	
4	3/6					3/12 Task 1 due
5	3/13					
6	3/20					3/22-28 Online Test 1
7	3/25	<ul style="list-style-type: none"> Theme 2 Disciplinary Language Awareness & Integration 	<ul style="list-style-type: none"> Selected topics related to business management Tips on giving a presentation 	<ul style="list-style-type: none"> understand, discuss and communicate major topics or issues in business select and extract salient information from a variety of sources analyze data critically to form objectives and balanced judgments summarize, paraphrase & synthesize information from credible sources create a coherent and cohesive presentation 	<ul style="list-style-type: none"> Exercises: Vocabulary or speaking Task 3: Group in-class presentation 	3/26 Task 2 due
8	4/3 3/27					
9	4/10					
10	4/17					4/19-25 Online Test 2
11	4/24					
12	5/1					Task 3 in class

13	5/8	<ul style="list-style-type: none"> • Theme 3 Disciplinary Communication 	<ul style="list-style-type: none"> • Techniques to write emails 	<ul style="list-style-type: none"> • begin and end emails professionally • structure emails logically • adapt formality and tone to match the purpose and audience 	<ul style="list-style-type: none"> • Task 4: Email writing 	
14	5/15					
15	5/22					5/25 Task 4 due
16	5/29	<ul style="list-style-type: none"> • Post-test 	Reading, listening and speaking tests			
17	(done by mid-March)	Alternative curriculum An informational interview with a professional in the business management field		<ul style="list-style-type: none"> • understand the objectives of informational interviews • discuss and communicate the personnel requirements in the business & management community 		
18						