



實踐大學——三學年度第二學期 教學計畫表

Course Syllabus, Academic Year 2024-2025(2nd Semester)

(實際授課內容及成績評定，以教師上課時規定為準。)

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科目名稱 Course Title	商務英文閱讀 Business English Reading			課程代號 Course No.	IBM-172-01-A1
開課系級 Department	國際企業管理學系一年級甲班	學分數 Credit(s)	2	時數 Hour(s)	2
選別 Required or Elective	7-選修	開課別 Duration	半年 第一學期 Required,1st Semester		
授課教師 Instructor	林依頻				
缺曠課規定 Attendance Policy	缺曠課時數 (含事 / 病假) 達授課總時數三分之一 (12 小時) 以上者，學期成績以零分計。 Student will receive a semester grade of zero for a course if absences from class exceed one third (12 hrs) of total class hours.				
課程概要 Course Description	<p>本課程是為了商業學科領域學習者而設計，課程著重於增進學生商務英文閱讀理解能力。本課程含括多元基本商務主題，如廣告行銷、生產與產品、企業文化與企業家、招募與聘任、銀行與財務、國際貿易等；介紹商務閱讀相關詞彙與用法，學習如何應用所學內容知識於閱讀練習中。學生亦有機會學習多益英語測驗第七部分閱讀內容與技巧。</p> <p>This course is designed specifically for students studying in business-related field and aimed at developing students' reading comprehension skills. This course covers a wide range of basic business topics, including Advertising and Marketing, Production and Products, Corporations, Culture and Entrepreneurs, Recruitment, Employment and Unemployment, Banking and Finance and International Trade.</p> <p>An abundance of business-related vocabulary and phrases will also be introduced and applied through reading texts and exercises. In addition, students will also have to learn the reading skills for the TOEIC Reading Section Part VII.</p>				
基本核心能力/系核心能力 Core Competency	核心能力		核心能力說明		
	具備建立企業實務運作之基本能力。				
	具備解讀國際行銷及商貿投資管理知識。				
	具備創新思維之基本能力。				
	具備外語溝通表達能力。				
	具備人文通識與專業倫理。				
教學目標 Course Objectives	<p>
This course will adopt the Conceive-Design-Implement-Operate (CDIO) Approach, and adheres to the CDIO framework, which highlights the sequential progression from idea and design to implementation and operation.</p> <p>
</p> <p>
 On completion of this course, students will be able to:</p> <p>
 1. identify the major concepts which appear in business English articles;
</p> <p>
 2. discuss the major concept issues in business;
</p> <p>
 3. classify the business vocabulary from various reading texts;
</p> <p>
 4. infer the meaning and logical outcomes from written texts;
</p> <p>
 5. apply appropriate business vocabulary in phrases and sentences;
</p> <p>
 6. diagram the continuity of a written text.
</p>				

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授課方式 Approach to Instruction	Conceive-Design-Implement-Operate (CDIO) Approach Lecturing 講述 Discussion 討論 Problem solving 問題解決 Others 其他 	
課程授課語言 Course language	英語	
是否自編教材 Whether self-edited textbooks	否	
成績評定 Grading	◎平時評量 60%：出席 Attendance 10% 活動參與度&作業 Class Participation & Assignments 20% 平時考 Quizzes 30% ◎期中評量 15%：筆試 Written Test ◎期末評量 15%：筆試 Written Test ◎其他評量 10%：學習歷程檔案 Learning Portfolio 	
教科書與參考書目 Textbooks and References	教學用書： Selected teaching materials/ handouts/ worksheets 參考書籍： 1. Your Guide to Business English (Third Edition) (ISBN: 9789863182146) 2. Supplementary Materials/Handouts 	
聯絡方式 Contact Info		
備註 Remark	1. Please join LINE course group chat. 2. Instructor's Email: aplusteacherd@yahoo.com. 3. Implementation of the Conceive-Design-Implement-Operate (CDIO) Approach. 	
週次 Weeks	進度內容 Syllabus	
1	(02/16~02/22)	Course Introduction Introduction to CDIO Implementation Reading Activity: Secrets of Company Logos
2	(02/23~03/01)	CDIO-CD Reading Topic: Corporations, Culture and Entrepreneurs Exercises
3	(03/02~03/08)	CDIO-CDI Reading Topic: Corporations, Culture and Entrepreneurs Reading Activities Exercises
4	(03/09~03/15)	CDIO-IO Reading Topic: Corporations, Culture and Entrepreneurs CDIO-IO Reading Topic: Recruitment, Employment and Unemployment Reading Activities Quiz

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5	(03/16~03/22)	CDIO-CD Reading Topic: Recruitment, Employment and Unemployment Exercises
6	(03/23~03/29)	CDIO-CDI Reading Topic: Recruitment, Employment and Unemployment Reading Activities Exercises
7	(03/30~04/05)	CDIO-IO Reading Topic: Recruitment, Employment and Unemployment Reading Activities Quiz
8	(04/06~04/12)	CDIO-IO Review Activities
9	(04/13~04/19)	CDIO-O Mid-term Examination
10	(04/20~04/26)	CDIO-CD Reading Topic: Marketing and Advertising Exercises
11	(04/27~05/03)	CDIO-CDI Reading Topic: Marketing and Advertising Reading Activities Exercises
12	(05/04~05/10)	CDIO-IO Reading Topic: Marketing and Advertising Quiz
13	(05/11~05/17)	CDIO-CD Reading Topic: Banking and Finance Exercises
14	(05/18~05/24)	CDIO-CDI Reading Topic: Banking and Finance Reading Activities Exercises
15	(05/25~05/31)	CDIO-IO Reading Topic: Banking and Finance Quiz
16	(06/01~06/07)	CDIO-IO Review Reading Activities
17	(06/08~06/14)	CDIO-O Submission of Learning Portfolio Final Examination
18	(06/15~06/21)	-彈性教學-以線上教學方式授課-原時段同步授課
19	(06/22~06/28)	

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