

開南大學 96 年度第 1 學期 應用英語 學系、所、中心科目教學計劃表

課程編號	3	0	5	0	4	0	2	1	1	<input type="checkbox"/> 必修 <input type="checkbox"/> 選修	授課教師：	Ian Clarke	老師
班次	01										開課系所：	應用英語	學系
課程名稱(中文)											學分數	課程名稱(英文)	
國際禮儀 (上)											2	International Courtesy	
教學目標 與內容	This course aims to: <ul style="list-style-type: none"> - Provide students with a general understanding of the complexities of intercultural communications - Afford students specific knowledge concerning differences in cultural practices which will be of practical use to them in their future lives. - Allow students to acquire advanced language skills in the areas of international business and cultural issues 												
實施方法	<input checked="" type="checkbox"/> 講解法 <input type="checkbox"/> 實作法 <input checked="" type="checkbox"/> 討論法 <input type="checkbox"/> 演習法 <input type="checkbox"/> 問答法 <input type="checkbox"/> 其他 _____												
評量方式	期中測驗 30% 期末測驗 40% 平時成績 30% 其他 _____ 成績 □□%												
授課使用及 參考書籍	(請按作者、書名、版別、出版商、發行地、出版年份、起訖頁數順序填寫)。												
	<i>Business Across Cultures: Effective Communication Strategies</i> ENGLISH, L and LYNN, S. Longman												
科目簡介(含課程大綱及教學進度)：													

This course is designed to educate students concerning the complexities and nuances of intercultural relations, particularly in an international business environment. Students will be introduced to a variety of issues concerning the general nature of culture and its role in shaping human interaction. These theoretical principals will be illustrated with a wide variety of concrete examples, with a particular emphasis on international business. This will afford students with a better understanding of the general concepts, allow them to explore a reflexive understanding of their own cultural practices, as well as provide them with useful knowledge concerning the specific issues relating to cross-cultural interaction with a wide variety of cultural others of particular relevance to modern Taiwanese society and the global business environment. In addition, the course will help students to develop advanced English language skills relating to the specialized fields of cultural issues and international business.

Week 1 Orientation

Week 2 Conceptions of Culture

Week 3-5 Stereotypes and Cultural Generalizations

Week 6-8 Initial Contact, introductions and the Culturally determined nature of courtesy

Week 9 Mid-Semester Examination

Week 10-11 Hospitality, Formal and informal cultural constraints on social interaction

Week 12-13 Time Across Cultures and Temporality.

Week 14-17 Decision Making, Management Styles and Gender Issues

Week 18 Final Examination

說明：

1. 授課教師於學期前填寫本表，經課程委員會審核後，影印分送給教師所屬課程委員會召集人，授課班級所屬系、所及教務處課務組；並於開始上課時，將本內容向學生說明。
2. 本表於 91.4.23 第四次校課程委員會討論通過。

課程委員會召集人：

應英系
主任 車蓓群

授課教師：

