

Kainan University Department of App. Eng.

Syllabus for Fall of 2007

Course Code No.	Course Title	Instructor	Subject	Level of Course	Credits	Hours per Week
305040431	英文貿易實務(上)	Dajian Wang	<input type="checkbox"/> required <input type="checkbox"/> elective	Year: 4 Class: 4a	2	2
	Business English	Course Prerequisites	Required third year courses.			
Teaching Goals and Content	Main Objectives: systematically introduce to the students the concepts, notions, and conventions in the corporative culture in the context of global trade. The emphasis will be on the jargons and other idiomatic expressions of the related branches of business.					
Teaching Methods	<input checked="" type="checkbox"/> lectures <input type="checkbox"/> practical training <input checked="" type="checkbox"/> discussion <input checked="" type="checkbox"/> question-and-answer <input type="checkbox"/> other (details _____)					
Grading and Evaluation Criteria	midterm 20 % final 40 % class participation 10 % other 30 % (details 2 projects)					
Textbooks	(author, title, edition, publisher, place of publication, year of publication, pages covered) Powell, M. et al. (2004). <i>New Business Matters</i> . Heinel, a part of Thomson Corp.					
Course Description (including outline and course schedule):						
Wks 1 Introduction of the course Wks. 2- 3 Unit 15. Economic Issues Wk 4- 5 Unit 2. Enterprises Wks. 6-7 Unit 3. E-business Wk. 8 Mid-term Exam Wks 9-10 Unit 4. Brand Management Wks. 11-12 Unit 5. Prices and Commodities Wks. 13-14 Unit 6. Corporate Entertaining Wks. 15-16 Unit 7. Innovation Wks. 17-18 Review and Final Exam						

群蓓車英廳
主任

signature of the convener of the curriculum committee

[Handwritten Signature]
signature of the teacher