

Kainan University

Department of Information and Electronic Commerce

(Fall/Spring) 2 Semester 2008 Year **Course Syllabus**

Course Code No.	Course Title	Instructor	Subject	Level of Course
202034410	Chinese: 商用英文	Chih Chin Ying e-mail/phone ext: eoaycc@mail.knu.edu.tw	<input checked="" type="checkbox"/> required <input type="checkbox"/> elective	Year: 3 Class(AorB): AB
	English: Business English		Credits: 2	
<b>Teaching Goals and Content</b>	It is obvious that people, whose native language is not English, must study English for International Trade if they intend to enter the international market. This is particularly in demand in Taiwan where the economy is heavily dependent on international trade. Therefore the contents of this course cover the entire process of international trade in Taiwan.			
<b>Teaching Methods</b>	<input checked="" type="checkbox"/> lectures <input type="checkbox"/> practical training <input type="checkbox"/> discussion <input checked="" type="checkbox"/> question-and-answer <input type="checkbox"/> other (details _____)			
<b>Grading and Evaluation Criteria</b>	midterm <u>30</u> %      final <u>40</u> %      class participation <u>30</u> % other _____ % (details _____)			
<b>Textbooks</b>	(author, title, edition, publisher, place of publication, year of publication, pages covered)			
	KEY WORDS IN BUSINESS 商用英文；柯林氏			

**Course Description (including outline and course schedule):**

- 第一週：What business are you in? : Business and businesses
- 第二週：What business are you in? : From multinationals to small firms
- 第三週：What business are you in? : Stakes
- 第四週：People and organizations : Managers and executives
- 第五週：People and organizations : Management and labour
- 第六週：People and organizations : Delaying and downsizing
- 第七週：Research, development, and production : Innovation
- 第八週：Research, development, and production : Patents and their infringement
- 第九週：Midterm exam.
- 第十週：Research, development, and production : Hi-tech and low
- 第十一週：Research, development, and production : Re-engineering
- 第十二週：Products, markets, and marketing : Customers, consumers, and clients
- 第十三週：Products, markets, and marketing : Competition and key players
- 第十四週：Products, markets, and marketing : Products, goods, and services
- 第十五週：Products, markets, and marketing : Brand image
- 第十六週：Products, markets, and marketing : Pricing high and low
- 第十七週：Products, markets, and marketing : Promoting the product
- 第十八週：Final exam.

**Instructions:**

Teachers should fill out this form before the semester begins. After it has been verified by the curriculum committee, the original should be given to the office of curriculum planning and a copy to the head of the department to which the course belongs. In addition, the teacher should explain this syllabus to students at the beginning of a semester.

資電系劉瑞榮(乙)  
主任劉瑞榮

signature of the convener of the curriculum committee

Chih Chin Ying

signature of the teacher

課務組  
97.5.16  
收文章

郭惠珊