

Fall semester, 2004

Business Administration Dept., Kainan University

Subject: Business Writing & Reports 商務寫作及專業報告 商務英文報告與寫作

Instructor: Amy Lin 林惠嫻

Class: 3A, 3B 企管系學生

Required course/Credit: 2

Hour: 2 hrs

Goals:

1. Business Vocabulary Building
2. Practice and improve communication skill in English
3. Prepare students to be more confident, more fluent and more accurate in business settings and situations

Content:

1. Basic Business English skills
2. Integrated activities
3. Review and simulation

Score system:

Participation 30% Mid-term 20% Final 20% Teamwork 20% Others 10%

Textbook:

New International Business English, Leo Jones & Richard Alexander, Cambridge University Press

Syllabus:

1. Intro & English Resume
2. The elements of Critical Thinking
3. Peer Editing & Writing as Process
4. Autobiography
5. Face to face & letters, faxed and memos
6. On the phone & Working together
7. Summaries, notes, reports
8. International Trade & Money matters
9. Mid-term
10. Dealing with problems
11. Visitors and travelers
12. Marketing
13. Meetings
14. Processes and operations
15. Jobs and Careers
16. Sales and Negotiation
17. A special project
18. Final exam