

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
300030301	英文貿易實務	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
Wks. 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

應英系車倍群
主 任

signature of the convener of the curriculum committee

1^(2/2)
signature of the teacher

課務組
96.9.19
張文華