



開南大學 96 年度第 2 學期 國際企業 學系、所、中心科目教學計劃表

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| 課程編號 | 1 0 2 0 3 0 2 0 2 1 5 2 0 3 0 5 0 2 | <input checked="" type="checkbox"/> 必修 <input type="checkbox"/> 選修 | 授課教師：陳維寧 老師 老師 e-mail：wnchen@mail.knu.edu.tw 老師分機：6069 |
| 班次 | 01 | | |
| 開課系所： | 國際企業學系 | | |
| 年級班別： | 3、進修3年班 | | |
| 課程名稱(中文) | | 學分數 | 課程名稱(英文) |
| 商務英文寫作(下) | | 2 | Business Writing (II) |
| 教學目標與內容 | 本科目旨在使同學熟悉商務英文中各種常用文書、信函以至履歷及應徵函之寫作格式與要點。蓋寫作最重要者不外乎結構，只要學會如何根據不同的對象與情境來使用相對應的慣用寫作模式，就不難條理分明地將自己的意思正確地傳達給對方。在這個基礎之上，隨著日後英文字彙的逐漸累積，同學自然能持續增加寫作的深度與廣度。 | | |
| 實施方法 | <input checked="" type="checkbox"/> 講解法 <input type="checkbox"/> 實作法 <input type="checkbox"/> 討論法 <input checked="" type="checkbox"/> 演習法 <input checked="" type="checkbox"/> 問答法 <input type="checkbox"/> 其他_____ | | |
| 評量方式 | 期中測驗 30 % 期末測驗 30 % 平時成績 40 % 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)。 黃瑪莉著，《現代商用英文》，台北：智勝，2007。 | | |
| 科目簡介(含課程大綱及教學進度)： | | | |
| 1. 課程說明及導論 2. 書信格式、信封打法與信函摺疊方式、書信基本寫作技巧 3. 公司簡介及推銷、通知拜訪、回覆及邀請、地址及人員異動 4. 預訂飯店及確認機位 5. 應徵函及履歷表 6. 詢問函、報價及回覆、討價還價 7. 追蹤、催促訂購、接單、催收貨款 8. 抱怨及退貨 | | | |
| 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：

授課教師：陳維寧

國企系主任 謝雅惠

課務組辦事員 郭惠姍

課務組 97.3.4 收文章

Kainan University Department of International Business

Syllabus for Business Writing (II)

Spring Semester 2008

| Course Code No. | Course Title | Instructor | Subject | Level of Course | Credits | Hours per Week |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|------------------------------------------------------------------------|-----------------|---------|----------------|
| | Chinese: 商務英文寫作 (下) | Wei-Ning Chen | <input type="checkbox"/> required <input type="checkbox"/> elective | Year: Class: | 2 | 2 |
| | English: Business Writing (II) | Course Prerequisites | | | | |
| Teaching Goals and Content | The purpose of this course is for students to be familiar with routine business document, create persuasive business correspondence and communication. | | | | | |
| 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 30 % final 30 % class participation 40 % (Homework, Quiz, Attendance) | | | | | |
| Textbooks | (author, title, edition, publisher, place of publication, year of publication, pages covered) 黃瑪莉著,《現代商用英文》,台北:智勝,2007 | | | | | |
| Course Description (including outline and course schedule): | | | | | | |
| 1. Introduction 2. Letter and document format company introduction, visit, reply 3. reservation and confirmation of hotel and flight 4. resume 5. enquiry letter and follow up 6. order, confirmation, complain and reimbursement | | | | | | |
| Instructions: | | | | | | |
| 1. 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. 2. This form was approved by the curriculum committee on April 23, 2002. | | | | | | |

國企系 謝雅惠 主任

signature of the convener of the curriculum committee

Wei-Ning Chen

signature of the teacher

