

## Kainan University 2005 First term of Applied English Department (Sophomore year)--&gt;Please change

| Course #   | Name of the Course   | Name of the teacher | Course type   | Year of the class | Credit Hour | Hour per week |
|--|--|---------------------|---|-------------------|-------------|---------------|
| morning class starts with 3050##### and evening class starts with 3550####   | Chinese : 商務英文寫作 (上)   | Leon Yen            | <input checked="" type="checkbox"/> required<br><input type="checkbox"/> elective |                   |             | 2             |
|  | English :  | Course Requirements | (English major student only or no restriction?)                                   |                   |             |               |
| Brief Course Description   | Learn the basic principles of modern business writing and be familiar with the different types of business letters.  |                     |   |                   |             |               |
| 實施方法   | <input type="checkbox"/> Presentation ◦ <input type="checkbox"/> Exercise ◦ <input type="checkbox"/> Discussion ◦ <input type="checkbox"/> Internship ◦ <input type="checkbox"/> Question&Answer ◦ <input type="checkbox"/> Others ( ) ◦ |                     |   |                   |             |               |
| Course grade   | Midterm 30% ◦ Final 30% ◦ Homeworks 40% ◦  |                     |   |                   |             |               |
| Required Textbook  | (Following author , name of textbook , Publisher , and Year of publishing) ◦<br>黃瑪莉. 現代商用英文 MODERN BUSINESS ENGLISH. 智勝文化. 2004.   |                     |   |                   |             |               |
| Course Schedule :  |  |                     |   |                   |             |               |
| Week 1: Introduction   |  |                     | Week 14: Shipping Advice  |                   |             |               |
| Week 2: Grammar Review   |  |                     | Week 15: Payment and Collection Letter  |                   |             |               |
| Week 3: Common Business Terms  |  |                     | Week 16: Complaints and Claims Letter   |                   |             |               |
| Week 4: Business Vocabulary and Letter Format  |  |                     | Week 17: Agency & Agreement   |                   |             |               |
| Week 5: Business Letter Writing Principles and Examples  |  |                     | Week 18: Final  |                   |             |               |
| Week 6: The Promotion Letter   |  |                     |   |                   |             |               |
| Week 7: Inquiry Letter   |  |                     |   |                   |             |               |
| Week 8: Bargain/Negotiation Letter   |  |                     |   |                   |             |               |
| Week 9: Midterm  |  |                     |   |                   |             |               |
| Week 10: Sampling or Specification Approval Letter   |  |                     |   |                   |             |               |
| Week 11: Ordering and Confirmation Letter  |  |                     |   |                   |             |               |
| Week 12: Payment Terms Discussion Letter   |  |                     |   |                   |             |               |
| Week 13: Packaging/Production/Shipment/Inspection Letter   |  |                     |   |                   |             |               |
| 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。<br><small>Designer Jenny</small> |  |                     |   |                   |             |               |

課程委員會召集人：

Name of the teacher : Leon Yen 顏世緯

