

開南管理學院 94 年度第 1 學期 空運管理 學系科目教學計劃表

科目代碼	科目名稱	授課教師	修別	開課年級	學分數	每週時數
	中文：商用英文書信	許悅玲	V 必修 □ 選修	3 年 A B 班	2	2
	英文：Business English for Letters, Emails & Other Documents	先修課程	無			
教學目標與內容	<p>Aims: To introduce the written communications in today's fast-speed business world, especially in the air transport industry, together with provision of a sound training for students in a range of writing skills and techniques.</p> <p>Objectives: At the end of the course students should be able to:</p> <ol style="list-style-type: none"> 1. Demonstrate a basic understanding of contemporary writing communications 2. Show a detailed understanding of dealing with international business transactions using modern business language 					
實施方法	V 講解法。□ 實作法。 V 討論法。 □ 演習法。□ 問答法。 V 其他 (Guest Speaker)。					
評量方式	期中測驗 20%。期末簡報 30%。平時成績 (出席) 10%。其他 (作業報告) 成績 40%。					
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)。					
	Shirley Taylor, Model Business Letters, E-Mails and Other Business Documents, 6th ed, Pearson Education Limited, 2004					
科目簡介(可含大綱及教學進度):						
1. Written Communication (incl. Presentation of business document, Structuring your communication, E-mail)						
2. Routine Business Documents (incl. Enquiries and replies, Quotation, estimations and tenders, Invoicing and settlement of accounts, A typical business transaction)						
3. Creative and Persuasive Documents (incl. Complaints and adjustments, Goodwill messages, Reports and proposals, Circulars, Sales letters, Publicity material, Marketing letters, Business plan, Meeting Documentation, Personnel)						
4. Introduction to Aviation English Terminology						
5. Guest Speaker from Airline Executive (The Viewpoint of a foreign manger towards Aviation English)						
6. English for Presentation						
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：

空運系劉得昌主任

授課教師：許悅玲

許悅玲

課務組
94.10.20
收文章