

開南管理學院 94年度第 1學期 應用英文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
35502011	中文：英文商務書信 (上)	Ian Clarke	必修	2年級	2	2
	英文：English Business Correspondence	先修課程	無			
教學目標與內容	The aim of this course is for students to develop basic general skills for the production of a wide variety of business correspondence. This will involve the acquisition of a wide range of generic writing skills of relevance to the business environment, and the in-depth analysis and production of a variety of common forms of business documents. Students will be encouraged to work both individually and cooperatively in groups, in order to better prepare them for the realities of a modern working life.					
實施方法	□講解法。 □實作法。 □討論法。 □演習法。 □問答法。 □其他 ()。					
評量方式	期中測驗 0%。 期末測驗 0%。 平時成績 100%。 其他 () 成績 0%。					
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)。					
	William ZYZO. <i>Basic Business Writing Skills</i> Crane Publishing Co. Taipei 2000					
科目簡介(可含大綱及教學進度)：						
week 1/2 Introduction to Business writing Appearance. Standard business document formats. Standard Business Letters. General overview						
Week 3/4 Standard Business Letters Appearance and presentation Practical Exercises Memorandums, Faxes and E-mail. General Overview.						
Week 5/6 Memorandums, Faxes and E-mail. Sentence Combination Skills. Memorandums, Faxes and E-mail –Editing						
Week 7/8 E-mail in Depth. Memorandums, Faxes and E-mail. Practical Exercises						
Week 9 Mid-Semester Exam week						
Week 10/11 Letters of Inquiry. General overview. Letters of Inquiry. Sentence combination skills.						
Week 12/13 Letters of Inquiry. Editing. Letters of Inquiry. Practical Exercises.						
Week 14/15 Letters of Reminder. General overview. Letters of Reminder. Sentence combination skills.						
Week 16/17 Letters of Reminder. Editing. Letters of Reminder. Practical Exercises.						
Week 18 End of Semester Exam Week.						
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。 Designer:jimmy						
課程委員會召集人 德英系主任 徐永輝		授課教師：Ian Clarke				

課務組
94.10.21
收文章