



課 綱 Course Outline

管理學院數位行銷與服務創新國際學士班學士班

中文課程名稱 Course Name in Chinese	國際商務溝通				
英文課程名稱 Course Name in English	International Commerce Communication				
科目代碼 Course Code	DMSI10080	班 別 Degree	學士班 Bachelor's		
修別 Type	學程 Program	學分數 Credit(s)	2.0	時 數 Hour(s)	2.0
先修課程 Prerequisite					
課程目標 Course Objectives					
This course is designed to give students a comprehensive view of communication, its scope and importance in business, and the role of communication in establishing a favorable outside-the-firm environment, as well as effective internal communication programs. The various types of business communication media are covered. This course also develops an awareness of the importance of succinct written expression in modern business communication.					
系教育目標 Dept.'s Education Objectives					
1	培養結合理論與實務之數位行銷專業人才				
2	培養結合理論與實務之服務創新專業人才				
3	培養多元視野與跨領域整合能力之數位行銷及服務創新專業人才				
系專業能力 Basic Learning Outcomes				課程目標與系專業能力相關性 Correlation between Course Objectives and Dept.'s Education Objectives	
A	具備以資訊技術協助企業運作與商業管理之知識與應用能力				○
B	具備邏輯思考、問題分析與解決之能力				○
C	具備溝通協調與團隊合作之能力				●

D	具備創新思維之能力	○
E	具備國際視野及外語溝通之能力	●

圖示說明Illustration：● 高度相關 Highly correlated ○ 中度相關 Moderately correlated

課程大綱
Course Outline

week	Subject/Topics	Remarks
1	Introduction	
2	Chapter 1: Communicating in the Digital-Age Workplace	
3	Chapter 2: Planning Business Messages	
4	Chapter 3: Organizing and Drafting Business Messages	
5	Chapter 4: Revising Business Messages	
6	Chapter 5: Short Workplace Messages and Digital Media	
7	Chapter 6: Positive Messages	
8	Chapter 7: Negative Messages	
9	Midterm	
10	Chapter 8: Persuasive and Sales Messages	
11	Chapter 9: Informal Reports	
12	Chapter 10: Proposals and Formal Reports	
13	Chapter 11: Professionalism at Work: Business Etiquette, Ethics, Teamwork, and Meetings	
14	Chapter 12: Business Presentations	
15	Chapter 13: The Job Search and Resumes in the Digital Age	
16	Chapter 14: Interviewing and Following Up	
17	Final Exams	

資源需求評估 (師資專長之聘任、儀器設備的配合 . . . 等)
Resources Required (e.g. qualifications and expertise, instrument and equipment, etc.)

課程要求和教學方式之建議
Course Requirements and Suggested Teaching Methods

其他
Miscellaneous