



課 綱 Course Outline

管理學院會計與資訊管理國際學士班學士班

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|---|--------------------------------------|------------------|--------------------|----------------|-----|
| 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 | ACIM10050 | 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 | | | | | |
| <p>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.</p> <ol style="list-style-type: none"> 1. Students will understand professional communication in both formal and informal settings, as well as within groups. 2. Students will improve written communication, covering grammar, mechanics, and different message types. 3. Students will begin building personal branding skills, including social media, resumes, interviews, personal selling, and persuasive communication. 4. Students will learn ethical business communication principles and tools for ethical interactions. | | | | | |
| 系教育目標 Dept.' s Education Objectives | | | | | |
| 1 | 培養結合理論與實務之會計資訊專業人才 | | | | |
| 2 | 培養多元視野與跨領域整合能力之會計資訊專業人才 | | | | |
| 3 | 培養專業能力與品德操守並重之會計資訊專業人才 | | | | |

| 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 | 兼具會計資訊理論與實務操作及專業知識，具備跨領域解決問題能力 | ● |
| B | 具有良好之會計資訊理論基礎與分析能力，具備相關領域升學或就業之知識與能力 | ○ |
| C | 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 | ○ |
| D | 具有會計資訊、風險控管、電腦審計與稅務整合能力 | ○ |
| E | 具備超然獨立並嚴格遵守會計資訊專業倫理的道德勇氣 | ○ |
| F | 具備團隊合作、國際視野、創造性思考及良好的外語能力 | ● |

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.)

Classroom facilities

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

Lecture

其他
Miscellaneous

| 配分項目 Items | 配分比例 Percentage | 多元評量方式 assessments 其他 |
|-----------------------------|-----------------|------------------------------------|
| 平時成績 General Performance | | Class Discussion and Participation |
| 期中考成績 Midterm Exam | 35% | Final |
| 期末考成績 Final Exam | 35% | Final report 作業成績 |
| Personal reflections | | 20% |
| Homework and/or Assignments | | |
| 其他 Miscellaneous | 10% | Attendance |