

 國立東華大學
教學計劃表 Syllabus

課程名稱(中文) Course Name in Chinese	國際商務溝通			學年/學期 Academic Year/Semester	113/2
課程名稱(英文) Course Name in English	International Commerce Communication				
科目代碼 Course Code	DMSI10080	系級 Department & Year	學一	開課單位 Course-Offering Department	數位行銷與服務創新國際學士班
修別 Type	學程 Program	學分數/時間 Credit(s)/Hour(s)		2.0/2.0	
授課教師 Instructor	/鄭辰明				
先修課程 Prerequisite					
課程描述 Course Description					
This course provides an overall understanding of ways of building credibility as a communicator in a professional environment. Students will learn theoretical and applied approaches to develop their interpersonal, written, and verbal communication skills suited for a business or workplace setting. It involves developing and enhancing one’ s core competencies in holding productive professional conversations at workspace, analyze audiences, develop strong ideas, strategically collaborating in teams, communicating for inclusivity, and fluidly across cultures. Students will be trained to write effective and fluent business messages, develop influential reports, speak and present in workplace settings, and successfully create a persona for professional positions.					
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					
授課進度表 Teaching Schedule & Content					
週次Week	內容 Subject/Topics				備註Remarks
1	Orientation and Introduction to the course				
2	Holiday				

3	Establishing Credibility and Principles of Interpersonal Communication	
4	Team Communication and Inclusion in a Diverse Workspace	
5	Tools for Business Communication and Communicating Across Cultures	
6	Social Media for Business Communication	
7	Holiday	
8	Improving Readability with Style and Design	
9	期中考試週 Midterm Exam	
10	Routine Messages	
11	Research and Planning for Business Reports	
12	Framing Messages, Crisis Communications, and Public Relations Messages	
13	Business Reports	
14	Planning and Executing Presentations	
15	Holiday	
16	Movie/Activity Class	
17	期末考試週 Final Exam	
18	Supplementary Teaching	

教學策略 Teaching Strategies

- ☒ 課堂講授 Lecture
 ☒ 分組討論 Group Discussion
 ☐ 參觀實習 Field Trip
☐ 其他 Miscellaneous:

教學創新自評 Teaching Self-Evaluation

創新教學(Innovative Teaching)

- ☐ 問題導向學習(PBL)
 ☒ 團體合作學習(TBL)
 ☒ 解決導向學習(SBL)
☐ 翻轉教室 Flipped Classroom
 ☐ 磨課師 Moocs

社會責任(Social Responsibility)

- ☐ 在地實踐 Community Practice
 ☐ 產學合作 Industry-Academia Cooperation

跨域合作(Transdisciplinary Projects)

- ☐ 跨界教學 Transdisciplinary Teaching
 ☐ 跨院系教學 Inter-collegiate Teaching

- ☐ 業師合授 Courses Co-taught with Industry Practitioners

其它 other:

學期成績計算及多元評量方式 Grading & Assessments									
配分項目 Items	配分比例 Percentage	多元評量方式 Assessments							
		測驗 會考	實作 觀察	口頭 發表	專題 研究	創作 展演	卷宗 評量	證照 檢定	其他
平時成績(含出席) General Performance (Attendance Record)	10%		✓	✓		✓			
期中考成績 Midterm Exam	30%	✓							
期末考成績 Final Exam	30%	✓							
作業成績 Homework and/or Assignments	20%		✓		✓	✓			
其他 Miscellaneous (Attendance)	10%								
評量方式補充說明 Grading & Assessments Supplemental instructions									
教科書與參考書目 (書名、作者、書局、代理商、說明) Textbook & Other References (Title, Author, Publisher, Agents, Remarks, etc.) Business Communication: Developing Leaders for a Networked World (5e), Peter Cardon, McGraw-Hill, 2024.									
課程教材網址(含線上教學資訊,教師個人網址請列位於本校內之網址) Teaching Aids & Teacher's Website(Including online teaching information. Personal website can be listed here.)									
其他補充說明 (Supplemental instructions)									