

 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AB			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	CM_1002AB	系級 Department & Year	學一	開課單位 Course-Offering Department	觀光暨休閒遊憩學系
修別 Type	學程 Program	學分數/時間 Credit(s)/Hour(s)		2.0/2.0	
授課教師 Instructor	/賴柏欣				
先修課程 Prerequisite					
課程描述 Course Description					
The objective of this course is to provide students with the essential skills and knowledge required for effective communication. This includes creating messages through verbal and non-verbal, written, and visual means. The course will also cover common communication challenges in business and team settings. Finally, students will have the opportunity to practice effective business communication.					
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.					
院基本素養與核心能力 College Basic Learning Outcomes					課程目標與院基本素養與核心能力 Correlation between Course Objectives and Basic Learning Outcomes
A	完備的商學與管理基礎知識。Sound basic knowledge of business and management				●
B	運用理性分析與創新思維從事問題解決。Ability to utilize rational and creative critical thinking in problem solving				
C	專業外語能力。Professional foreign language skills				●
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	Course introduction				
2	Public holiday				
3	Chapter 1. Communication in a global workplace environment				
4	Chapter 2. Planning business messages				
5	Chapter 3. Composing business messages Test 1				
6	Chapter 5. Electronic messages and digital media				
7	Chapters 6 & 7. Positive and negative messages				

8	Chapter 8. Persuasive messages Test 2	
9	Chapter 12. Professionalism at work: Business etiquette, ethics, teamwork, and meetings	
10	Chapter 13. Business presentations	
11	Midterm	
12	Chapter 14. The job search, resumes, and cover letters	
13	Group presentations	
14	Group presentations	
15	Public holiday	
16	Group presentations	
17	Group presentations	
18	Supplementary materials	

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 General Performance	40%								
期中考成績 Midterm Exam	30%								
期末考成績 Final Exam									
作業成績 Homework and/or Assignments									
其他 Miscellaneous (Participation (10%) and group presentation (20%))	30%								
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.)									
Guffey, M. E., Du-Babcock, B., & Loewy, D. (2020). Essential of business communication. Cengage Learning Asia Pte Ltd.									
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)									