

## 南台科技大學 98 學年度第 2 期課程資訊

課程名稱	商業英文
課程編碼	60M01801
系所代碼	06
開課班級	碩研國企一甲
開課教師	蘇吉祥
學分	3.0
時數	3
上課節次地點	二 2 3 4 教室 S507
必選修	選修
課程概述	In today's fast-paced business world with its focus on effective communication, stuffy formalities make your writing unnecessarily complicated and impersonal. It is time we learn modern business English.
課程目標	Writing effectively is perhaps the most demanding work. Writing requires imagination, creativity, organization, careful planning and many other skills if a message is to be effective and get results. In this course, we learn how to use effective communication which gives a professional impression of you and of your organization. In addition, we try to advocate the golden rule of all communications: IF YOU WOULDN'T SAY IT, DON'T WRITE IT.
課程大綱	0. written communication--an overview 1. presentation of business documents 2. structuring your communications 3. language and tone 4. e-mail 5. enquiries and replies 6. quotations, estimates and tenders 7. orders and their fulfilment 8. invoiceing and settlement of accounts 9. letters requesting payment 10. credit and status enquiries 11. a typical business transaction 12. complaints and adjustments
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教學方式	課堂教授,口頭報告,
評量方法	自行設計測驗,作業／習題練習,口頭報告,
指定用書	No textbook is required
參考書籍	
先修科目	
教學資源	
注意事項	
全程外語授課	0
授課語言 1	華語
授課語言 2	
輔導考照 1	
輔導考照 2	