

國立台灣科技大學 114學年 第2學期 課程大綱

Spring 2026 NTUST Course Outline

授課教師：王承怡

Instructor:Wang, Cheng-I

課程名稱：商用英文

Course Title : Business English

2026/5/5

<p>課程代號： BA3010701 Course Code</p> <p>學分數： 3 Credits</p>	<p>必選修：選修/半學年 Required/Elective:Elective/Half Yr.</p> <p>先修課程： Prerequisites</p>
<p>節次教室： W5(MA-506) W6(MA-506) W7(MA-506) Time/Location</p>	
<p>專業核心能力： Core Professional Competencies</p>	
<p>課程網址： Course Website</p>	
<p>課程宗旨： 這門課旨在透過各種任務導向的活動與練習，培養學生在商業溝通方面的英文能力，為進入商業領域做好準備。學生將能更有自信及清楚準確地表達自己的想法。The course aims to develop students' English for business communication skills through a variety of task-based activities and practice to prepare them in the world of business. Students can confidently express themselves accurately and clearly as they progress through the course. Course Objectives</p>	
<p>課程大綱： 課程將針對四種不同的商業情境—建立人脈、簡報、會議與談判—提供明確的指導以及豐富且有效的會話練習。課程中也將穿插多樣化的教學活動，包括：腦力激盪小測驗、聽力理解練習、商業溝通技巧、商業文化及商業寫作等內容。The four different business contexts: networking, presentations, meetings, and negotiations are to be presented with explicit instructions, abundant and effective conversation practice. A variety class activities: Brainstorming quizzes, listening comprehension practice , business communication skills, business culture, business writing will be conducted through out the course. Outline of Lectures</p> <p>Syllabus</p> <p>2/25 Course introduction/Warm-up Activity</p> <p>3/4 Part I Networking U1: Introductions</p> <p>3/11 Part I U2: Listening</p> <p>3/18 Part I U3: Small Talk</p> <p>3/25 Part II Presentations U4: Presentation Organization</p> <p>4/1 Part II U5: Preparation and Delivery</p> <p>4/8 Part II U6: Presentation Style</p> <p>4/15 Midterm: Sales Pitch</p> <p>4/22 Part IV Negotiations U10: International Negotiation Review Quiz (units1-6)</p> <p>4/29 Part IV U11: Negotiation Styles</p> <p>5/6 Part IV U12: Closing the Negotiation</p> <p>5/13 Part III Meetings U7: Running a Successful Meeting</p> <p>5/20 Part III U8: Participating in Meetings</p> <p>5/27 Part III U9: Conference Calls</p> <p>6/3 Meeting Simulation or Negotiation Simulation + Review Quiz(units7-12)</p> <p>6/10 Finals for compulsory subjects</p>	
<p>講授 Lecture : 50%</p>	

授課方式： 分組討論 Group discussion : 30%  
Method of Instruction 案例研討 Case study : 10%  
操做練習 Practical exercises : 10%  
講授 Lecture : This course is taught in English. %

教科書： Coursebook: English for Key Business Skills (Collins) by Tomalin,  
Textbooks Barry. Cosmos. 2020  
ISBN:978-986-318-914-5

參考書目： Communicating in Business English  
References

修課須知： This course is taught in English.  
Notice

評量方式： 1. Midterm Exam: (25%)  
Grading Sales pitch (individual or a group of 2-3)  
2 mins per person /a  
group of 2-3: 4-6 mins  
2. Final Exam: (25%)  
Meeting Simulation  
Online(videoconference)/Face-to-Face Meeting Simulation (a group of 3-4)  
2 mins x(3-4p)=6-8 mins  
Or  
Negotiation Simulation (a group of 2-4)  
3. 2 Review Quizzes 30%  
4. Attendance + class performance + class pre-preparation+ discussions+ assignments 20 %

備註說明： This is an English-taught course.  
Notes