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

2026/11/3

課程代號： BA3010701 Course Code 學分數： 3 Credits	必選修：選修/半學年 Required/Electve:Elective/Half Yr. 先修課程： Prerequisites
節次教室： Time/Location	W5(MA-506) W6(MA-506) W7(MA-506)
專業核心能力： Core Professional Competencies	
課程網址： Course Website	
課程宗旨： Course Objectives	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.
課程大綱： Outline of Lectures	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. Syllabus 2/25 Course introduction/Warm-up Activity 3/4 Part I Networking U1: Introductions 3/11 Part I U2: Listening 3/18 Part I U3: Small Talk 3/25 Part II Presentations U4: Presentation Organization 4/1 Part II U5: Preparation and Delivery 4/8 Part II U6: Presentation Style 4/15 Midterm: Sales Pitch 4/22 Part IV Negotiations U10: International Negotiation Review Quiz (units1-6) 4/29 Part IV U11: Negotiation Styles 5/6 Part IV U12: Closing the Negotiation 5/13 Part III Meetings U7: Running a Successful Meeting 5/20 Part III U8: Participating in Meetings 5/27 Part III U9: Conference Calls 6/3 Meeting Simulation or Negotiation Simulation + Review Quiz(units7-12) 6/10 Finals for compulsory subjects
	講授 Lecture：50%

授課方式： Method of Instruction	分組討論 Group discussion：30% 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： Textbooks	Coursebook: English for Key Business Skills (Collins) by Tomalin, Barry. Cosmos.2020 ISBN:978-986-318-914-5
參考書目： References	Communicating in Business English
修課須知： Notice	This course is taught in English.
評量方式： Grading	1. Midterm Exam: (25%) 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： Notes	This is an English-taught course.