**大專校院遠距教學課程－教學計畫提報大綱**

**學校名稱：輔仁大學**

**開課期間：102學年度 第二學期**

**壹、課程基本資料：(**有包含者請於□打✓**) (本學期是否為新開設課程： □是** **否)**

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|  | 課程名稱 | 商務溝通：口語溝通技巧-網 |
|  | 課程英文名稱 | Business Communication: Oral Communication Skills |
|  | 教學型態 | 非同步遠距教學 □同步遠距教學：同步遠距教學主播學校請填列本門課程之收播學校與系所： 學校: 系所: |
|  | 授課教師姓名及職稱 | 樂麗琪／專任講師 |
|  | 授課教師電子信箱 | yueh@mail.fju.edu.tw |
|  | 師資來源 | 專業系所聘任 □通識中心聘任 □以上合聘 □其他 |
|  | 開課單位名稱(或所屬學院及科系所名稱) | 外語學院(管理學院「國際企業管理學程」承認學分) |
|  | 課程學制 | 學士班 □進修學士班 □學士班在職專班□碩士班 □碩士班在職專班 □博士班□學院（□二年制□四年制）□專科（□二年制 □四年制） □進修專校 □進修學院（□二技 □四技 □碩士在職專班）學位學程（□二年制 四年制 □碩士班）□學分學程 |
|  | 部別 | 日間部 □進修部(夜間部) □其他 |
|  | 科目類別 | □共同科目 □通識科目 □校定科目專業科目 □教育科目 □其他 |
|  | 部校定(本課程由那個單位所定) | □教育部定□校定 院定 □所定 □系定 □其他 |
|  | 開課期限(授課學期數) | 一學期(半年) □二學期(全年) □其他 |
|  | 選課別 | □必修 選修 □其他 |
|  | 學分數 | 2 |
|  | 每週上課(或面授)時數 | (面授教學時數4x2+同步教學時數10x2)除18=28/18=1.5 |
|  | 開課班級數 | 1 (大一至大四生) |
|  | 預計總修課人數（校內及校外分別招收人數） | 最高上限為45人 |
|  | 全英語教學 | 是 □否 |
|  | 國外學校合作遠距課程(有合作學校請填寫) | 國外合作學校與系所名稱:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_□國內主播 □國內收播 □境外專班 □雙聯學制□其他☑無 |
|  | 課程線上平台網址（非同步教學必填） | <http://ce.etweb.fju.edu.tw/engsite/> |
|  | 課程教學計畫檔案連結網址 | 計畫書電子檔由教發中心統一上傳 |

**貳、課程教學計畫**

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|  | **教學目標** | 1. 學生將學習到商務溝通詞彙語法、熟悉商務英文溝通情境，能在不同的商業情境中，自信的以英文正確的表達意思。
2. 學生能於職場中聽懂商務英文表達，自信的以英語交談對話，能有效轉化理論運用於實際操作能力。
3. 學生能瞭解TOEIC (TEST OF ENGLISH FOR INTERNATIONAL COMMUNICATION) 多益英語能力檢定考試，並能分析及設計題目以孰悉考試題型。
4. 學生於課程結束時，能統整學習資源及善用資訊科技，建構商務產品英語網站，並能發展英語自主學習模式。
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|  | **適合修習對象** | 1. 對商業英語課程或相關課程有興趣之大專程度學生。
2. 想瞭解商業英語溝通技巧，加強英語聽、說能力，準備進入國際職場的社會新鮮人。
3. 想培養第二專長，對商務英語有興趣的學習者。
4. 計畫參加TOEIC英語能力檢定考試，強化應試實力者
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|  | **課程內容大綱** | The course is designed to prepare students working in the international business field, which requires effective communicative skills in English. By introducing core business concepts, the course aims to help students understand their language proficiency, enhance their language communication skills, and foster their autonomous learning in English. Being exposed to challenging and interesting topics, students will practice English through a series of online collaborative activities, such as participating in e-discussion, recording the role-plays, doing mini-case studies, and presenting individual reports as well as team projects. The purpose of all e-activities is to provide students the target language in functional settings and to improve their competence and performance in business communication. Serving as language proficiency preparation for Business field, the course will introduce key business concepts and vocabulary based on the topics of TOEIC ® (Test of English for International Communication) and communicative expressions in business situations. Texts and topics chosen from the business world are broad rather than specialized, including subjects such as Organization, Production, Business Arrangement, Marketing & Advertising, and Social & Cultural Awareness. The communication skills covered include Meetings, Telephone Etiquette, Decision making, Presentations, and Negotiations. Providing mock practices and test analyses for TOEIC questions in Listening and Reading sections, the course can be an access for students to apply test-taking strategies in TOEIC® and to achieve their goal as effective communicators.**Topics for Business Communication** 1. Course Orientation & The Basic Forms of Communication 2. Socializing & Meeting People in the Workplace (社交禮儀)3. Telephoning & Etiquette & Cold Calls (電話交談禮儀、電話行銷)4. Organization & Company Structure (公司結構組織)5. Meeting & Meeting Culture (商務會議)6. Company Performance & SWOT Analysis (商品展示) 7. Marketing & Advertising (商業行銷)8. Dealing with Complaints (處理客戶投訴)9. Arrange Business Appointment (行程安排)10. Business Travel & Visiting (商務出差 & 拜訪廠商客戶)12. Reporting & Presentation (簡報、展示) & E-Commerce (電子商務)13. Negotiations (商務談判)@學習網站: <http://www.etweb.fju.edu.tw/elite/toeic/index.htm>**Topics for TOEIC Preparation** 1. What is TOEIC? **(認識多益測驗)**2. A REVIEW OF Listening comprehension strategies3. Strategies & Practice for TOEIC PART1: Photos4. Strategies & Practice for TOEIC PART2: Questions & Responses5. Strategies & Practice for TOEIC PART3: Short Conversations6. Strategies & Practice for TOEIC PART4: Short Talks7. A REVIEW OF Reading comprehension strategies8. Strategies & Practice for TOEIC PART 5: Incomplete Sentences9. Strategies & Practice for TOEIC PART 6: Text Completion10. Strategies & Practice for TOEIC PART 7: Reading Comprehension11. TOEIC Practice/Mock Tests@ 學習網站: <http://www.etweb.fju.edu.tw/yueh/toeic/index.htm> |
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| 週次 | 授課內容 | 授課方式(勾選) |
| 課程主題 | 課程內容(教材/活動) | 課堂/面授 | 非同步線上 | 同步線上 |
| 1 | **Course Orientation (face-to-face meeting)** | Pre-course Questionnaire \*What is TOEIC?**Get to know ENGSITE**  | ✓ |  |  |
| 2 | **Socializing & Meeting People in the Workplace (社交禮儀)****TOEIC Listening comprehension strategies****\* 20 TOEIC Tips**<http://www.englishclub.com/esl-exams/ets-toeic-tips.htm>\* **TOEIC Questions Analysis**<http://www.etweb.fju.edu.tw/yueh/toeic/practice/test.htm><http://www.englishclub.com/esl-exams/ets-toeic-practice.htm> |  |  |  | ✓ |
| 3 | **Telephoning & Etiquette & Cold Calls (電話交談禮儀、電話行銷)** **TOEIC MOCK TEST (face-to-face meeting)** | Dealing with telephone messages **Get to know JoinNET** | ✓ |  |  |
| 4 | **Organization & Company Structure (公司結構組織)****\*Strategies & Practice for TOEIC Part 1: Photos** | **An ideal Company**10 Qs for TOEIC 1 |  | ✓ |  |
| 5 | **Meeting 1 (商務會議)****\*Strategies & Practice for TOEIC Part 2: Questions & Responses** | Movie Analysis 10 Qs for TOEIC 2 |  | ✓ |  |
| 6 | **Meeting 2 (商務會議)****\*Strategies & Practice for TOEIC Part 3:  Short Conversations** | Expressions for Business Meeting10 Qs for TOEIC 3 |  | ✓ |  |
| 7 | **Measure Business Performance:  SWOT  Analysis (商品展示)****\*Analysis for TOEIC Part 4:  Short Talks** | Analysis for TOEIC 4 |  | ✓ |  |
| 8 | **Marketing and Advertising (商業行銷)****\* Practice for TOEIC Part 4:  Short Talks** | Analysis for Effective Slogans |  |  | ✓ |
| 9 | **Mid-Term Presentation (face-to-face meeting)****The Slogans and SWOT Analysis for Products** | Mid-Term Questionnaire**(2.5 hours)**  | ✓ |  |  |
| 10 | **Business Visiting (拜訪廠商客戶)****TOEIC Reading comprehension strategies** | Making appointments |  |  | ✓ |
| 11 | **Business Travel (商務出差) BBC Website**<http://www.bbc.co.uk/worldservice/learningenglish/business/tendays/index.shtml> | Tips for Business Travel |  |  | ✓ |
| 12 | **Dealing with Complaints****English Grammar Review**<http://www.etweb.fju.edu.tw/yueh/toeic/topicsforgrammar.htm> |  |  |  | ✓ |
| 13 | **E-Commerce (電子商務)****\*Strategies & Practice for TOEIC PART 5: Incomplete Sentences** | 15 Qs for TOEIC 5 |  |  | ✓ |
| 14 | **Reporting & Presentation 1 (簡報、展示)****\*Strategies & Practice for TOEIC PART 6: Text Completion** | 15 Qs for TOEIC 6 |  |  | ✓ |
| 15 | **Reporting & Presentation 2 (簡報、展示)****Types of TOEIC Readings: Analysis for TOEIC PART 7** | TOEIC Reading Analysis |  |  | ✓ |
| 16 | **Negotiations (商務談判)****\*Practice for TOEIC PART 7: Reading Comprehension** | On-line debate |  |  | ✓ |
| 17 | **Online Press Conference: A VIRTUAL TRADE FAIR on the Internet** | **On-line PRESENTATION** |  |  | ✓ |
| 18 | **Final Exam (face-to-face meeting)** **Course Feedback** |  | ✓ |  |  |
| 次數小計 | 4 | 4 | 10 |

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|  | **教學方式** | （有包含者請打✓，可複選） 1.提供線上課程主要及補充教材 2.提供線上非同步教學 3.有線上教師或線上助教 4.提供面授教學，次數：4次，總時數：8 小時 5.提供線上同步教學，次數：10次，總時數：20小時 6.其它：（請說明）* + 本課程於課前進行 1)學習風格與方法問卷 2)課程學習問卷 3) 語言能力與課程內容問卷; 期中安排學習進度問卷；並於期末進行 1)學生自我評估語言能力問卷 2)期末學習成果問卷
	+ 教材在群英網 ([**http://www.etweb.fju.edu.tw/elite/toeic/index.htm**](http://www.etweb.fju.edu.tw/elite/toeic/index.htm) )呈現，內容包括
1. 學前測驗及學習動機分析問卷
2. 依教學規劃流程讀取學習單元
3. 教材主題學習及分享討論
4. TOEIC題型分析及設計
5. 學習成效評量

6. 示範教材：請見ENGSITE課程網站**<http://www.etweb.fju.edu.tw/elite/toeic/sample.htm>*** + 提供課程桌曆以供學生檢視教材閱讀進度
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|  | **學習管理系統** | 呈現內容是否包含以下角色及功能（有包含者請打✓，可複選）1.提供給系統管理者進行學習管理系統資料庫管理個人資料課程資訊其他相關資料管理功能* 教學系統功能：包括多媒體影音教學、課程進度時程安排、師生交流管道、線上即時互動區、教學系統之使用說明及解惑。
* 所有教學活動－網路課堂、互動討論、演練習題、繳交作業、學習評量、學習檢核表及學生學習歷程等都記錄在群英網習平台上。

2.提供教師(助教)、學生必要之學習管理系統功能最新消息發佈、瀏覽 教材內容設計、觀看、下載 成績系統管理及查詢 進行線上測驗、發佈 學習資訊 互動式學習設計(聊天室或討論區) 各種教學活動之功能呈現□ 其他相關功能（請說明） |
|  | **師生互動討論方式** | (包括教師時間、E-mail信箱、對應窗口等)* 運用群英網教學平台上的課程公告、留言板、單元主題討論、同步即時討論板、互動區問卷、作業分享觀摩等方式互動。
* 除4次面授時間外，並運用ENGSITE Chatroom 及JOINnet軟體提供課程線上辦公室及定時網上討論。
* 教師及助教會定時於網上參與討論和課堂小組討論。透過電子郵件、JOINNET及SKYPE進行師生之問題解答與討論互動
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|  | **作業繳交方式** | （有包含者請打✓，可複選） 1.提供線上說明作業內容 2.線上即時作業填答 3.作業檔案上傳及下載 4.線上測驗 5.成績查詢 6.其他做法（請說明）**(每週/單元)學習模式*** 課前導讀Warm-ups & Practical Vocabulary
* 閱讀線上影音教材 Useful Expressions & Situational Conversations
* 線上專題討論、小組討論、師生視訊會談
* Focus on communication & on-line discussions
* 單元作業練習或TOEIC線上測驗練習
* Practices for review & TOEIC tests
* 個別習作、雙人對話練習、小組實作
* Exercises for Study Integration & Assignments
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|  | **成績評量方式** | 1. 互動參與和線上討論 20%
2. 作業繳交和練習次數 30%
3. 小組報告和個人表現 30%

4. 線上記者會、虛擬商展與商務網站製作 20% |
|  | **上課注意事項** | 1. 一般準則︰須具備使用網路能力者，能自主學習，沒有自發學習精神者不適宜選修本課程。2. 需積極參與課程，具有電腦網路設備，並能依課程進度準時上線學習及繳交 作業。3. 願意主動練習TOEIC線上模擬題及隨時檢測學習成效。 |