

國立金門大學

教學綱要

部別：日間部學士班

114學年度第2學期

列印日期：2026/01/21

科目名稱：商用英文 (Business in English) 開課班級：應英二年級 學分：2.0 授課時數：2.0
授課教師：劉素勳 必選修：選修

1. 教學目標

Students will learn about business conversation, readings and writing in English to gain competitive advantages in a globalized business world. The objective of this course is to help students familiarize with English often used in the business world, esp. International Trade. Intercultural knowledge will also be introduced. Basically, this is a project-based course, in which students in a group will have a lot practice and make presentations.

2. 教學綱要

Business Conversation, readings and Letter Writing in English: how to introduce oneself, the company, the layout of business letters, e-mail and fax; Looking for Trade Partners; Making inquiries, Offers and Counter Offers, Placing Orders, Settlement, Claim Letters, Circular Letters, Product Promotion, Letters of Application, Resume

3. 教科書

書名：自編教材

1 出版日期：年 月

作者： 出版社： 版本：

書名：

2 出版日期：年 月

作者： 出版社： 版本：

4. 參考書

1 書名：商用英文 出版日期：年 月

作者： 出版社： 版本：

2 書名：商用英文會話 出版日期：年 月

作者： 出版社： 版本：

3 書名： 出版日期：年 月

作者： 出版社： 版本：

※請遵守智慧財產權觀念，依著作權法規定，教科書及教材不得非法影印與使用盜版軟體。

5. 教學進度表

| 週次 | 日期 | 內容 | 備註 |
|----|-----------------------|---|-----------------------------------|
| 1 | 2026/02/22—2026/02/28 | Introduction/ Layout of letters | |
| 2 | 2026/03/01—2026/03/07 | Meetings/ Layout of letters | Selective Readings & Conversation |
| 3 | 2026/03/08—2026/03/14 | Company Organization/ Application Letters | |
| 4 | 2026/03/15—2026/03/21 | Basic of Business Letters | Selective Readings & Conversation |
| 5 | 2026/03/22—2026/03/28 | Establishing Business Relationship | |
| 6 | 2026/03/29—2026/04/04 | Supply/ Quotation | |
| 7 | 2026/04/05—2026/04/11 | Information Handling/ Counteroffer | Selective Readings & Conversation |
| 8 | 2026/04/12—2026/04/18 | Mid-term Exam | |

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|----|-----------------------|---|-----------------------------------|
| 9 | 2026/04/19—2026/04/25 | Sales Review and forecast/ Accepting Orders | |
| 10 | 2026/04/26—2026/05/02 | Sales Review and forecast/ Accepting Orders | Selective Readings & Conversation |
| 11 | 2026/05/03—2026/05/09 | Company Strategy/ Reminders | |
| 12 | 2026/05/10—2026/05/16 | Company Strategy/ Reminders | Selective Readings & Conversation |
| 13 | 2026/05/17—2026/05/23 | Meetings/ Complaints and Claims | Selective Readings & Conversation |
| 14 | 2026/05/24—2026/05/30 | Meetings/ Complaints and Claims | |
| 15 | 2026/05/31—2026/06/06 | Social Correspondence and others | Selective Readings & Conversation |
| 16 | 2026/06/07—2026/06/13 | Final Exam | |
| 17 | 2026/06/14—2026/06/20 | Supplementary teaching materials, review and student Report | |
| 18 | 2026/06/21—2026/06/27 | Review and Student Report | |

6. 成績評定及課堂要求

1. Mid-term exam 25% 2. Final exam 25% 3. Assignment, quiz, class participation and attendance 50%

1. 學生應確實準備所有練習主題，同時需於課餘時間練習；上課時需用心聽講，用心練習。 2. 學生最多可缺席(包含各類請假，公假及喪假除外) 6小時；無故缺席超過6小時者，扣減平常分數。 3. 上課需準時出席，上課時需將手機關機。在上課時間內使用手機上網或講電話、傳簡訊等行為一經發現，平時成績(平均分)即扣一分。

8. 永續發展目標(SDGs)：SDG4 優質教育

9. 大學社會責任(USR)關聯性：中