Instructor	Jung, Pei-Feng
Course Name	Business Communication in English
Credit	2
Course Objectives	This course aims to help learners— ◆Improve business communication skills in the area of speaking and listening ◆Expand business vocabulary ◆Practice and prepare for business functions ◆Build confidence and fluency to deliver business presentations ◆Increase the knowledge of key business concepts worldwide
Teaching content	◆(7 /03) 1.　Breaking the Ice 2.　Introduction and Course Description 3.　Discussion: Classroom Policies 4.　Starting up: Do You Buy Brands? Why Do People Like Brands? 5.　Q&A ◆(7/04) 1.　Self Introduction 2.　Discussion: What Brands Interest You Most? Why? 3.　Listening Activities: Successful Brands 4.　Vocabulary Development: Brand Management 5.　Why Do People Dislike Brands? ◆(7/05) 1. Discussion: How Can Companies Create Brand Royalty 2. Skills: Taking Part in Meetings 3. Useful Language: Making Suggestions 4. Case Study: Hudson Corporation 5. Do You Enjoy Travelling? ◆(7/06) 1.　Discussion: Travel Experiences-What irritate you most 2.　Listening Activities: To Meet the Needs of Business Travelers 3.　Vocabulary Development: British and American English

4. Reading Activities: What Business Travelers Want
Note: Strategies for Hudson Corporation to Expand Sales in European Market

◆(7/10)
1. **Oral Presentation:** The Strategies for Hudson Corporation to Expand Sales in European Market
2. Discussion: The Most Significant Change in Your Life
3. What Will Worry You If You Are Asked to Relocate to a Foreign Country?
4. Vocabulary: Describing Change
5. Listening Activities: Helping Companies to Change

◆(7 /11)
1. Discussion: What Makes A Great Leader?
2. Listening Activities: Managing Meetings
3. Vocabulary: Company Structure
4. Discussion: What Kind of Company Would You Like to Work for?
5. Theme Talk: How We Hire at Google
6. Useful Language: Dealing with Interruption

◆(7/12)
1. Discussion: Would You Like to Work in a Company Like Google? Why? Why Not?
2. Case Study: Acquiring Asia Entertainment
3. Listening Activities: Analyzing Company Organization
4. Case Study: InStep's Relocation
5. English Debate: In Favor or Against InStep's Relocation

◆(7/13)
1. Discussion: Tips to Improve English Presentation Skills
2. Skills: Telephone-Making Arrangement
3. Working Across Cultures: Socializing
4. **1st Review Test**
5. Discussion: Which Advertisement Do You Like Best?
6. Vocabulary: Advertising Media and Methods
Note: An Action Plan for Acquiring Asia Entertainment

◆(7/17)
1. **Oral Presentation:** An Action Plan for Acquiring Asia Entertainment
2. Slogan Guessing Game.

	3. Listening Activities: How Advertising Works 4. How Advertising Works(DVD Watching) 5. Clever Slogan for NCU ◆(7/18) 1. Discussion: An Advertisement That Impresses You most 2. Money Quiz 3. Vocabulary: Financial Terms 4. Listening Activities: Managing Investment 5. Reading Activities: An Inspirational Story 6. Value of Small Talk 7. What Do You Miss Most About You Own Culture When You Go Abroad? ◆(7/19) 1. Discussion: Is Culture Becoming More Alike a Good Thing or a Bad Thing? 2. Why Culture Awareness Is Important? 3. Listening Activities: Cultural Differences 4. Reading Activities: Culture Shock 5. Culture Shocks in Taiwan 6. Things Which Are Important When Doing Business in Your Country ◆(7/20) 1. Skills: Socializing-introductions and Networking 2. Business Culture Briefing 3. Discussion: What Factors Are Important for Getting a Job? 4. What Three Qualities Best Describe You? 5. 2nd Review Test 6. General Review and Evaluation of the Course
Textbooks/References	Market Leader: Intermediate Business English Course Book(3rd Edition Extra),by David Cotton, David Falvey and Simon Kent Pearson. **The topics selected from Market Leader: Intermediate Business English Course Book(3rd Edition Extra) can be of interest to students, and the case studies in the book are strongly linked to the business topics of each unit. Other timely, authentic and insightful materials chosen from different sources will also be selected to provide opportunities for discussions and personalized practices in class.