

5-1 商品展覽介紹教學大綱

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| 科目名稱(Course)：(中文) 商品展覽介紹 | | |
| (英文 English) Introduction Skills for Commodity Exhibition | | |
| 科目代碼： | <input checked="" type="checkbox"/> 大學部課程 <input type="checkbox"/> 研究所課程 | 講授－實習－學分：2-0-2 |
| 教學目標(Objective)： CEF B1 speaking (equivalent to an intermediate level of proficiency on the TOEIC speaking test). The objectives of this course are as follows: 1. Development of a high frequency of commonly used business language related to the buying and selling of commodities. 2. Ability to communicate accurately and concisely 3. A high level of appreciation of register and ability to vary one's tone. 4. Effective and persuasive representation of one's company 5. Bargaining and other negotiating skills. 6. Problem solving and decision making skills 7. Intercultural awareness and experience. | | |
| 教學內容綱要 Course outline and content： Introduction skills for Commodity Exchange aims to equip students, via authentic scenarios, with the essential English language skills related to the successful buying and selling (i.e., exchange) of commodities. This course is suitable for intermediate level learners. The topics to be covered in this course include: Jobs and responsibilities New Contacts Offers Negotiations Orders Customer Care | | |
| 系所主管簽章： | 年 月 日 | 學年度第 次系 所務會議通過。 |

5-2 商品展覽介紹課程規劃

Introduction Skills for Commodity Exchange Course Description

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| 課程綱要 Course Outline | Introduction skills for Commodity Exchange aims to equip students, via authentic scenarios, with the essential English language skills related to the successful buying and selling (i.e., exchange) of commodities. This course is suitable for intermediate level learners. | | | |
| 教學目標 Objective | <p>CEF B1 speaking (equivalent to an intermediate level of proficiency on the TOEIC speaking test). The objectives of this course are as follows:</p> <ol style="list-style-type: none"> 1. Development of a high frequency of commonly used business language related to the buying and selling of commodities. 2. Ability to communicate accurately and concisely 3. A high level of appreciation of register and ability to vary one's tone. 4. Effective and persuasive representation of one's company 5. Bargaining and other negotiating skills. 6. Problem solving and decision making skills 7. Intercultural awareness and experience. | | | |
| 修課規定 Course Criteria | 學分 Credit(s) | 2 credits, 1 semester | | |
| | 管考指標 Evaluation | <ol style="list-style-type: none"> 1. Students will be given a mid-term and a final exam. Each exam will be based on the learning content and will count 30 %. 2. Class participation and homework will count 30 %. 3. Attendance will count 10% | | |
| | 學習目標 Learning Content | <p>The topics to be covered in this course include:</p> <p>Jobs and responsibilities</p> <p>New Contacts</p> <p>Offers</p> <p>Negotiations</p> <p>Orders</p> <p>Customer Care</p> | | |
| 溝通技能 Communication Skill | 聽 Listening | 說 Speaking | 讀 Reading | 寫 Writing |
| 能力敘述 Description | <p><u>Objective:</u></p> <p>Can understand the main points and important details of clear standard speech and conversations relating to commodity exchange, provided the content incorporates a higher</p> | <p><u>Objective (Spoken Interaction):</u></p> <p>Can deal with common situations encountered when exchanging commodities. Can enter unprepared into a conversation involving</p> | <p><u>Objective:</u></p> <p>Can understand texts such as catalogues, advertisements, notices and warning, queries and complaints,</p> | - |

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| | <p>frequency of commonly used business language related to buying and selling. Can understand the main points of many radio or TV programs on current affairs in commodity exchange, provided the delivery is clear.</p> | <p>commodity exchange, provided the discourse involves using mostly commonly used business language related to buying and selling.</p> <p><u>Objective (Spoken Production):</u></p> <p>Can connect phrases in order to describe familiar business experiences, events, plans, etc. when exchanging commodities.</p> <p>Can briefly give reasons and explanations for opinions and plans regarding an exchange.</p> | <p>requisitions and receipts, contracts, business articles, and other texts relating to commodity exchange.</p> | |
| <p>建立教材 Material(s)</p> | <p>1. English for Sales and Purchasing, by Lothar Gutjahr and Sean Mahoney, Published by Oxford University Press.</p> | | | |
| <p>可擔任之職務 Jobs that the students who have completed the course can apply for</p> | <p>This course is suitable for students who anticipate that their job will involve promoting their companies products and services. It is highly suitable for sales, marketing and advertising staff, product designers and service developers, and managers and entrepreneurs.</p> | | | |