

DEPARTMENT OF MONEY AND BANKING  
COLLEGE OF COMMERCE  
NATIONAL CHENGCHI UNIVERSITY

INTERNATIONAL BUSINESS COMMUNICATION IN  
PROFESSIONAL BUSINESS ENGLISH

FALL 2011

Instructor: Wan-Yu Liu  
Office: Department of Money and Banking, 7th Fl.,  
College of Commerce Bldg.  
E-mail: [graceliu@nccu.edu.tw](mailto:graceliu@nccu.edu.tw)  
Phone/Fax: Office: 29393091 – 87142 (Phone), 29398004 (Fax)  
Class Hours: Monday: 8:00 - 10:00  
Office Hours: Monday: 10:00 - 12:00 and by appointment.

**Course Objectives and Description:**

Business communication in professional English has becoming significant in the age of internationalization. This course is specifically designed for senior and graduate students to build professional communication skills for professional career development in the business world after graduation.

The **educational philosophy** of this course dwells within a universe of love, learning, passion and life growth. Therefore, three keys of the course design are development of in-depth communicational capacity in business world, integration of all aspects of management disciplines, and application of all these in a creative and innovation expression.

**Dynamic simulation** will be the fundamental training. It is critical that you actively participate in these intellectual dialogues, discussions, business presentations, and creative thinking modules. Each one of you will be viewed as a potential professional manager, not a student in

school, to develop a well-rounded communicational capability of empathy, understanding, leadership-minded, and management.

**Grading Policy:**

|                         |     |
|-------------------------|-----|
| Participation:          | 20% |
| Weekly Assignments:     | 20% |
| Midterm Project:        | 30% |
| Final Exam:             | 30% |
| Creativity & Diligence: | 10% |

- Study Materials:
- ♪ Business Study Cases and Papers, sourced from Oxford University Press
  - ♪ Oxford Advanced Learners' Dictionary
  - ♪ Harvard Business Cases as reference
  - ♪ Other Supplementary study materials

## CLASS SCHEDULE

| Week | Chapter(s) | Study Subjects & Assignments       |
|------|------------|------------------------------------|
| 1    | 0          | Class Orientation                  |
| 2    | 1          | Company and Business               |
| 3    | 2,3        | Contacts and visitors              |
| 4    | 4          | New Products                       |
| 5    | 5          | Employment and Look for a Good Job |
| 6    | 6          | Customer Service                   |
| 7    | 7          | Travel                             |

|    |       |                                  |
|----|-------|----------------------------------|
| 8  |       | Midterm Project and Presentation |
| 9  | 8     | Handling Orders                  |
| 10 | 9     | Selling Strategy                 |
| 11 | 10    | New Ideas and Innovation         |
| 12 | 11    | Entertainment For Business       |
| 13 | 12    | Performance Evaluation           |
| 14 | 13    | Future Trends of Business        |
| 15 | 14,15 | Time Management and Training     |
| 16 | 16    | Your Career                      |
| 17 |       | Final Exam                       |