

105 學年度第一學期商學院 英語授課課程大綱

<p>課程名稱 Course Title</p> <p>國模類 國獨別</p>	<p>(中文) 跨文化商務溝通專業實戰—外商工作之專業商務英文溝通技能培育</p> <p>(英文) Cross-cultural Business Communication – Capabilities Development for Your Future International Career</p>
<p>課程目標 Course Objectives</p>	<p>In this era of high technology growing at an exponential speed, more than ever, multinational enterprises are facing even more challenging issues across the globe. Here at the department of Money and Banking in NCCU, this course is specifically designed for developing future leaders for corporations & organizations in various business domains.</p> <p>The main objectives for this “Cross-Cultural Business communication – Capabilities Development for Your Future International Career” include the following:</p> <ul style="list-style-type: none"> ♪ Build the students’ fundamental capability sets for working in a multi-cultural and fast-paced environment after they graduate from university; ♪ Develop the “key technical skill sets” for students who prepare to enter international business firms in the future. These technical skill sets mainly focus on (but not limited to): <ul style="list-style-type: none"> ☺ Leadership mindset ☺ Professional Communication in English ☺ Thinking capability ☺ Organizational abilities ☺ Analytical capability

	<p>☺ Presentation Skills</p> <p>☺ Creativity</p> <p>☺ Innovative Problem Solving</p> <p>With this vision and mission in mind, the lecturer is committed to inspire the students' talent within as in all the other executive management programs.</p>	
課程大綱 Course Description	<p>This cross-cultural business communication course is specifically designed for our students who have an international mind (or wish to develop an international mind) and have the willingness for developing themselves to become future leaders for corporations & organizations in various business domains.</p> <p>With the vision and mission stated above, this will equip all participating international students with multiple pillars of those grounds in being great leaders in the future, including building fundamental mindset and value system for managing challenging issues both economically and ethically, framework of strategic thinking and organizational structuring, and practical cross-cultural business cases and simulations.</p> <p>All students who participate in this course will be expected to be well-prepared with passionate learning attitude to JOIN proactively group discussions, cross-cultural idea brainstorming, business scenario simulation, deductive-and-inductive reasoning practice, individual and team projects, and business case studies.</p>	
上課進度 Weekly Course Schedule	Weeks and Topics	Briefings
	1. Course Orientation	<p>🎵 Course Overview on Learning Philosophy, Structuring and much more...</p> <p>🎵 Preliminary Training</p>
	2. Understanding the"	🎵 Case Study

	Cross-Cultural Faces”	♪ Cross-Culture Overview ♪ Homework
	3. Cross-Cultural Communication: The fundamental Blocks	♪ Case Study ♪ Cross-Culture Practice ♪ Homework
	4. Looking for a Job or Career?	♪ Case study ♪ Job Hunting ♪ Homework
	5. Professional Job Interview and Knowing what to listen for?!	♪ Case Study ♪ International Job Interview ♪ Homework
	6. Amazon, Apple, Facebook and Google?!	♪ Case Study ♪ Cross-Culture Practice ♪ Homework
	7. Midterm Examination	♪ 1 st stage Integration
	8. Starbucks coffee Company: Transformation and Renewal	♪ Case Study ♪ Cross-Culture Practice ♪ Homework
	9. Coca Cola’s new vending machine	♪ Case Study ♪ Cross-Culture Practice ♪ Homework
	10. How hard should you push Cross-Cultural Diversity?!	♪ Case Study ♪ Cross-Culture Practice ♪ Homework
	11. Are you Good Talent?!	♪ Case Study ♪ Cross-Culture Practice ♪ Homework
	12. Extension Case: Group Projects	♪ 2 nd Integration Session
	13. Are you ready to go From Local	♪ Case Study

	to Global (1)	<ul style="list-style-type: none"> ♪ Cross-Culture Practice ♪ Homework
	14. Are you ready to go From Local to Global (2)	<ul style="list-style-type: none"> ♪ Case Study ♪ Cross-Culture Practice ♪ Homework
	15. Bosses, Customers, and Colleagues	<ul style="list-style-type: none"> ♪ Case Study ♪ Cross-Culture Practice ♪ Homework
	16. The Spirit of Entrepreneurship	<ul style="list-style-type: none"> ♪ Case Study ♪ Cross-Culture Practice ♪ Homework
	17. Global Vision and Missions	<ul style="list-style-type: none"> ♪ Case Study ♪ Cross-Culture Practice ♪ Homework
	18. Final Examination	<ul style="list-style-type: none"> ♪ Final Project ♪ Team Performance ♪ Integration Conclusion
教學方式 Instructional Method	<p>The course will be conducted with multiple methods:</p> <ul style="list-style-type: none"> ♪ Case study ♪ Lecturing ♪ Case Analysis ♪ Capability Development Sessions ♪ Group Discussion ♪ Presentation 	
課程要求 Course Requirements	This cross-cultural business communication course is specifically designed for	

	<p>our students who have an international mind (or wish to develop an international mind) and have the willingness for developing themselves to become future leaders for corporations & organizations in various business domains.</p> <p>Therefore, all students who participate in this course will be expected to</p> <ul style="list-style-type: none"> ♪ Be well-prepared with passionate learning attitude ♪ JOIN proactively group discussions, ♪ Participate in Cross-cultural idea brainstorming, business scenario simulation ♪ Conduct Presentations for individual and team projects ♪ Study business case and do homework. 										
<p>評量方式 Evaluation</p>	<p><u>Grading Policy:</u></p> <table> <tr> <td>Class Participation & Group Discussions:</td> <td>25%</td> </tr> <tr> <td>Business Scenario Analysis & Simulations:</td> <td>35%</td> </tr> <tr> <td>Weekly Assignments, teamwork, reports :</td> <td>20%</td> </tr> <tr> <td>Final Project Report:</td> <td>20%</td> </tr> <tr> <td>Creativity & Diligence:</td> <td>10%</td> </tr> </table>	Class Participation & Group Discussions:	25%	Business Scenario Analysis & Simulations:	35%	Weekly Assignments, teamwork, reports :	20%	Final Project Report:	20%	Creativity & Diligence:	10%
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申請教師簽章：✓  開課單位主管簽章：✓ 