

**商用華語二**  
**Business Chinese II**

任課教師 Instructor	歐喜強 Ou, Xiqiang (Tulun)
上課地點 Classroom	GEN II 綜二 104
課程時間 Time	WaWbWc
教師連絡方式 Contact Information	ouxiqiang@mx.nthu.edu.tw
適合程度 Target Learner	建議修過至少「商用華語一」或「中級華語一」，學習時數達到 280-360 個小時，累積詞彙量約 1,200 個。 Business Chinese (II) is recommended for students who have taken Business Chinese (I), Mandarin Intermediate (I), or have learned 280-360 hours of Mandarin before (need to know at least 1,200 Chinese words, familiar with pinyin system and basic sentence structures).
指定教材 Textbooks	《商用華語：一本設身處地式的商務華語教材》(8-14 課) <a href="https://play.google.com/store/books/details?id=0F0BEAAAQBAJ">https://play.google.com/store/books/details?id=0F0BEAAAQBAJ</a>
總授課時數 Total Hours	共 48 個小時 48 hours in total
教學內容 Content	本課程目標為幫助國際學生學習職場或商業情境的華語（中文），後七課的主題從參加商展開始，包含工作上的洽談、宴請以及行銷業務、國際貿易等。此外，為配合職場及商業情境需要，課程除了口語的練習之外，亦涵蓋書面語的應用文書練習，如邀請函撰寫、客戶服務信件回覆等。進度預定為每兩週一課。 The course is aim to assist international students in learning Mandarin (Chinese) for workplace or business contexts. The content of the semester includes topics such as business exhibitions, negotiations, banquets, marketing etc. In addition to spoken language practice, the course also covers written skills required for workplace and business contexts, such as writing an invitation and responding to customer service emails. The course is structured to cover one lesson every two weeks.
授課方式 Teaching Methods	老師講授、師生互動、小組討論、活動練習、任務型教學 Lectures, class activities, group discussion, task-based learning

<p>成績考核 Grading Policy</p>	<p>出席、課堂參與 Attendance &amp; Class Participation 30%          含每週課後議題討論 Includes weekly after-class discussions online.          功課、隨堂測驗 Assignments &amp; Quizzes 30%          含語法作業、每課測驗及小組報告 Includes grammar assignments, quizzes for each lesson, and group presentations.          期中報告 Midterm Presentation 20%          期末考 (或報告) Final Exam 20%</p>	
<p>課程進度表 (會依照教學需要 而做調整) Course Schedule (This schedule is subject to change)</p>	<p><b>週</b> <b>Week</b></p>	<p><b>進度</b> <b>Progress</b></p>
	<p>1-2</p>	<p>第八課 參加商展 L8 Attending an Exhibition 小組 1 報告：產品介紹 Group A Presentation: Product/Service Introduction</p>
	<p>3-4</p>	<p>第九課 商務宴請 L9 Business Banquets</p>
	<p>5-6</p>	<p>第十課 產品行銷 L10 Product Marketing 小組 2 報告：廣告設計 Group B Presentation: Advertising design</p>
	<p>7-8</p>	<p>第十一課 客戶服務 L11 Customer Service</p>
	<p>9</p>	<p>期中報告 Midterm Presentation 小組 1 報告：行銷企劃 Group A Presentation: Marketing Plan</p>
	<p>10-11</p>	<p>第十二課 洽談生意 (11/6 不上課) L12 Business Discussion (No class on Nov. 6) 小組 1 報告：SWOT 分析 Group A Presentation: SWOT Analysis</p>
	<p>12-13</p>	<p>第十三課 國際貿易 L13 International Trade</p>
	<p>14-15</p>	<p>第十四課 商務談判 L14 Business Negotiation</p>
	<p>16</p>	<p>期末考 Final Exam</p>

<p>備註 Remarks</p>	<ol style="list-style-type: none"><li>1. 每週課後討論及作業繳交均利用本校 eLearn 平臺。 Weekly after-class discussions and assignment submissions will all be conducted through the NTHU eLearn system. <a href="https://elearn.nthu.edu.tw/">https://elearn.nthu.edu.tw/</a></li><li>2. 學生可以使用生成式 AI 進行議題發想、文句潤飾或結構參考等，但是學生必須熟讀生成式 AI 所提供的文字並進行必要的改寫。若經課堂討論發現學生不理解生成式 AI 所提供的內容，教師有權重新針對該作業或報告重新評分或不予計分。修讀本課程之學生於選課時視為同意以上倫理聲明。 Students may use generative AI for idea generation, text refinement, or structural reference. However, students must thoroughly read and make necessary revisions to the text provided by the generative AI. If, during class discussions or proof checking, it is found that a student does not understand the content provided by the generative AI, the teacher reserves the right to re-evaluate or not grade the assignment or presentation. Enrollment in this course is considered as agreement to the above statement.</li></ol>
-----------------------	--