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真理大學

課程大綱

部別：大學日間部

一〇二學年度第二學期

列印日期：2014/01/07

科目名稱：英語簡報

開課班級：日英文四合

學分：2.00 授課時數：2

授課教師：施琳達

科目英文名稱：Business Presentation

課程大綱連結網址：[\\$](#)

教學目標(中文)

Effective Briefing Skills training concentrates on delivery skills for two types of briefings-- information and decision. This course introduces students to the key steps to deliver an effective brief. Beginning with whether to inform or persuade, analyze their audience, and develop interesting speech content that is technical and detailed but also clear and understandable. The course will focus on how to plan, organize, and deliver a briefing, students will learn how to define their purpose on how to build an effective briefing framework that covers a beginning, middle, and end as well as the question and answer period following the briefing. Students will learn how to enhance their briefing skills with visuals, graphics, sound, color, and text styles that communicate information successfully. In addition, this course will offer students a variety of opportunities to practice oral deliveries and overcome their fears of public speaking and expand their English language proficiencies.

教學目標(英文)

成績評定

Weekly Oral Briefing Exercises and Quizzes 25%
Written Briefing Frameworks 25%
Midterm Briefing Speech 25%
Final Briefing Speech 25%

授課方式

☐頭講授 ☐分組討論 ☐媒體教學 ☐上機實習
☐其他(請詳述於後) all of the above, plus oral briefings, and role-play

教科書

【遵守智慧財產觀念，不得非法影印】

序1

教科書書名：no textbook

作者：書局/出版社：

參考書

【遵守智慧財產觀念，不得非法影印】

序1

參考書：How to Design and Deliver a Sp

作者：Leon Fletcher 出版社：Harper Collins, 5th edition

教學進度表

序	週次	內容	備註
1	1	Introduction to course protocols; define two types of briefings and distinguish briefings from other types of presentations and public speeches-- information and decision types of briefings. Diagnostic English language proficiency test: oral and written format	
2	2	Introduce Information Briefings; layout choices for briefing to staff situations. Delivery Exercises to overcome speech anxiety	
		Models of information briefings from business, emergency operations,	

3	3	safety/security procedures, social welfare projects, and others	
4	4	Oral delivery tips: appearance, body language/gestures, eye-contact, power of the pause, timing; capturing audience attention	
5	5	Planning a briefing framework: research methods; organizing your content for clarity and conciseness; creating/writing up an information briefing	
6	6	Preparing an effective power point with visuals, graphics, sound, color, and text types	
7	7	Managing the question and answer period with different types of audiences	
8	8	Midterm Information Briefing Delivery, group A - video tape	
9	9	Midterm Information Briefing Delivery, group B - video tape	
10	10	Introduction to Decision Briefings; layout choices for briefing to authority situations. Playback video of midterm briefings for critiques and suggestions for improvement	
11	11	Models of decision briefings from business scenarios. Organizing decision briefing frameworks- define the request; explain the advantages and benefits; clarify the response to the request for the superior/authority; support your reason for the request; secure a positive decision from your boss.	
12	12	Insights into business psychology and practical business terminology; readings with written exercises	
13	13	Pitfalls to avoid in giving decision briefings: too much information, too much storytelling, too little of the situation, and others	
14	14	How to research for a decision briefing; creating/writing an original scenario	
15	15	Tips to improve power point slides for a decision briefing; managing presentation time	
16	16	Making an effective appeal, closing, sealing the deal, and other motivational strategies	
17	17	Final Briefing Delivery w/PPT, group A	
18	18	Final Briefing Delivery w/PPT, group B	

本課程能達成學系或通識之教育目標

序	教育目標
1	English language proficiency; Improved analytical thinking skills, Appreciation of cultural differences; Communication confidence

學生基本素養(核心能力)

序	基本素養(核心能力)	權重
1	Consistent with the English Department Core Abilities	

教師基本資料

E-mail	教學網站	電話(公)	辦公室時間	地點
au4456@mail.au.edu.tw	Office 244, Room 6	2621-2121, Ext 2102		

備註