



## 管理科學學院

### 管理學/工商管理(市場學專業)學士學位課程

#### 學科單元/科目大綱

|           |                    |       |                   |
|-----------|--------------------|-------|-------------------|
| 學年        | 2024 / 25          | 學期    | 2                 |
| 學科單元/科目編號 | MCC00140-221 & 222 |       |                   |
| 學科單元/科目名稱 | 商用漢語               |       |                   |
| 先修要求      | 沒有                 |       |                   |
| 授課語言      | 中文                 |       |                   |
| 學分        | 3                  | 面授學時  | 45                |
| 教師姓名      | 陳智彪                | 電郵    | cbchan@ipm.edu.mo |
| 辦公室       | M522               | 辦公室電話 | 8599 3343         |

#### 學科單元/科目概述

本課程針對一般商業活動的實際文書和口語上的溝通，強調在實踐中編寫撮要、建議書、報告、通信。學生須參與案例研究和模擬實用，主題包括：不同類型的商業文書往來、商業說話技巧。

#### 學科單元/科目預期學習成效

完成本學科單元/科目，學生將能達到以下預期學習成效：

|     |  |
|-----|--|
| M1. | 商用漢語寫作是應用文寫作中的一種，本課程首先將對應用文作一個簡單的整體介紹，使學生瞭解商用漢語寫作在應用文中的地位。 |
| M2. | 通過對商用漢語寫作文體種類的介紹和對例文進行分析，使學生能運用、書寫漢語商務文書。                  |
| M3. | 通過不同的口頭練習，培養學生基本的商業溝通技巧。                                   |



有關預期學習成效促使學生取得以下課程預期學習成效：

### Bachelor of Management

| PILOs  | M |   |   |
|--|---|---|---|
|  | 1 | 2 | 3 |
| 1. Integrate contemporary Management theories and business disciplines relevant to general business practices.   |   |   |   |
| 2. Apply critical thinking and logical analysis skills and techniques to resolve management issues.  |   |   |   |
| 3. Utilize appropriate written and spoken forms to communicate effectively and professionally with stakeholders in various cultural environments.  | ✓ | ✓ | ✓ |
| 4. Demonstrate leadership in a team and respecting the rights of others irrespective of their cultural background, race or gender in order to solve unpredictable problems in the field.                       |   |   |   |
| 5. With the help of mathematical and statistical skills, utilize the latest empirical findings and academic studies to support the recommendation of business projects or reports.                             |   |   |   |
| 6. Recommend an appropriate course of action by ethically examining economic, environmental, political, legal and regulatory contexts of global business practices.  |   |   |   |
| 7. Interpret and utilize Management information or business software for internal control, planning, performance evaluation, and coordination to improve efficiency and effectiveness in the business process. |   |   |   |



## Bachelor of Business Administration in Marketing

| PILOs  | M |   |   |
|--|---|---|---|
|  | 1 | 2 | 3 |
| 1. Explain the core concepts, values and skills<br>Students are able to apply the marketing principles, concepts, theories in analyzing the changing business environment. |   |   |   |
| 2. Apply appropriate tools and technologies<br>Students are able to demonstrate using related tools, technology and skills to generate proposals and solutions.            |   |   |   |
| 3. Proceed lifelong learning<br>Students are able to apply self and independent learning to leverage learned knowledge in practical life.                                  | ✓ | ✓ | ✓ |
| 4. Adopt leadership approaches<br>Students are able to develop collaborative groups, synergy teams in achieving objectives and shared goals.                               |   |   |   |
| 5. Demonstrate and practice legal and ethical values<br>Students are able to identify professional ethics from broad business practices.                                   |   |   |   |
| 6. Effective communication skills<br>Students are able to communicate and present ideas effectively.   | ✓ | ✓ | ✓ |
| 7. Critical thinking<br>Students are able to apply self understanding and analysis of critical perspectives to issues in broad conditions for problem solving.             |   |   |   |
| 8. Intercultural competence<br>Students are competent to associate in a diversified social and global community.   |   |   |   |



## Bachelor of Accounting

| PILOs   | M |   |   |
|---|---|---|---|
|   | 1 | 2 | 3 |
| 1. Integrate the contemporary theories, principles of accounting and business disciplines relevant to general business practice.  |   |   |   |
| 2. Assess general business scenarios with mathematical and statistical skills.  |   |   |   |
| 3. Apply critical thinking and logical analysis skills and techniques to solve business problems.   |   |   |   |
| 4. Interpret and analyze accounting information for internal control, planning, performance evaluation, and coordination to continuously improve business process.      |   |   |   |
| 5. Apply accounting or business software for business analysis.   |   |   |   |
| 6. Develop queries to assess management information from database to improve efficiency and effectiveness.  |   |   |   |
| 7. Synthesize the latest requirement of international accounting and auditing standards in preparing financial statements and auditing reports.                         |   |   |   |
| 8. Utilize appropriate written and spoken forms to communicate effectively with stakeholders in various cultural environment.   | ✓ | ✓ | ✓ |
| 9. Recommend an appropriate course of action by ethically examining the economic, environmental, political, legal and regulatory contexts of global business practice . |   |   |   |
| 10. Utilize the latest empirical findings and academic studies to support the recommendation of business projects.  |   |   |   |



## Bachelor of E-Commerce

| Programme Intended Learning Outcomes  | M |   |   |
|---|---|---|---|
|   | 1 | 2 | 3 |
| 1. Demonstrate an understanding of the business processes and operations and the skillful realization of information technologies required to practice electronic commerce;   |   |   |   |
| 2. Apply knowledge in business, mathematics, programming, computing, web development, and database to address complex problems in the context of electronic commerce;   |   |   |   |
| 3. Analyze critically the effect of web technology use on organizational performance and develop electronic commerce strategies that fit organizational objectives;   |   |   |   |
| 4. Select and apply tools and technologies to effectively implement electronic commerce systems in business intelligence, enterprise resources planning, supply chain management, and customer relationship management; |   |   |   |
| 5. Develop relationships, motivate others, manage conflicts, lead changes, and work across differences in multi-disciplinary electronic commerce projects;  |   |   |   |
| 6. Communicate and work effectively using written and spoken word, non-verbal language, and electronic tools with fellow professionals and different stakeholders in the electronic commerce industry;                  | ✓ | ✓ | ✓ |
| 7. Demonstrate a global electronic commerce perspective as evidenced by an understanding of foreign languages and the role of Macau as an interface between the East and the West;                                      |   |   |   |
| 8. Cope with and manage contemporary advancement related to electronic commerce development and demonstrate lifelong learning attitudes and abilities;  |   |   |   |
| 9. Conduct research and devise innovative electronic commerce models to exploit business opportunities; and   |   |   |   |
| 10. Reflect on professional responsibilities and keep up with the latest electronic commerce issues on legal, environmental, ethical, and societal considerations to benefit society comprehensively.                   |   |   |   |



### 教與學日程、內容及學習量

| 週       | 涵蓋內容   | 面授學時 |
|---------|--|------|
| 1       | 應用文概述：<br>(1) 應用文的定義和分類；<br>(2) 應用文的基本特點；<br>(3) 應用文的寫作原則。 | 3    |
| 2       | 商務文書概述<br>(1) 商務文書的定義和作用；<br>(2) 應用文與商務文書關係<br>(3) 商務文書寫作： | 3    |
| 3       | 寫作常識 - 稱謂、詞類、標點符號的應用。                                      | 3    |
| 4 - 5   | 商務合同類：商務合同、買賣合同、勞務合同                                       | 6    |
| 6       | 商務廣告類：商業廣告、商品說明書   | 3    |
| 7 - 8   | 商務行政類：通告、通知、會議記錄、工作計畫、工作總結、邀請函、規章、簡報。                      | 6    |
| 9 - 10  | 商業說話技巧 - 舉行會議、討論合同、談判等等                                    | 6    |
| 11 - 12 | 傳播文書 - 概述、消息、通訊、新聞評論、廣播、演講、短信、電子郵件                         | 6    |
| 13      | 覆習   | 3    |
| 14 - 15 | 評核 1 - 5   | 6    |
|         | 合共   | 45   |

### 教與學活動

修讀本學科單元/科目，學生將透過以下教與學活動取得預期學習成效：

| 教與學活動      | M1 | M2 | M3 | M4 | M5 | M6 |
|------------|----|----|----|----|----|----|
| T1. 課堂講授   | ✓  | ✓  | ✓  | ✓  | ✓  | ✓  |
| T2. 資料分析比較 | ✓  | ✓  | ✓  | ✓  | ✓  | ✓  |
| T3. 討論與練習  | ✓  | ✓  | ✓  | ✓  | ✓  | ✓  |

### 考勤要求

考勤要求按澳門理工大學《學士學位課程教務規章》規定執行，未能達至要求者，本學科單元/科目成績將被評為不合格（“F”）。



### 考評標準

修讀本學科單元/科目，學生需完成以下考評活動：

| 考評活動                 | 佔比 (%) | 所評核之<br>預期學習成效 |
|----------------------|--------|----------------|
| 書面作業及口頭作業共五個，每個 20 分 | 100    | M1 to M6       |
| 合共                   | 100    |                |

有關考評標準按大學的學生考評與評分準則指引進行（詳見 [www.mpu.edu.mo/teaching\\_learning/zh/assessment\\_strategy.php](http://www.mpu.edu.mo/teaching_learning/zh/assessment_strategy.php)）。學生成績合格表示其達到本學科單元/科目的預期學習成效，因而取得相應學分。



### 評分準則

|    | Assessment Task   | Criterion   | Excellent  | Very Good, Good | Satisfactory | Pass      | Fail                              |
|----|-------------------|---|------------|-----------------|--------------|-----------|-----------------------------------|
|    |                   |   | A, A-      | B+, B, B-       | C+, C, C-    | D+, D     | F                                 |
|    |                   |   | 88% - 100% | 73% - 87%       | 58% - 72%    | 50% - 57% | 0 - 49%                           |
| 1. | Project           | Demonstrate the understanding of the subjects   | High       | Significant     | Moderate     | Basic     | Not even reaching marginal levels |
| 2. | Oral presentation | Demonstrate the ability to answer questions on topics covered in the outline  |            |                 |              |           |                                   |
| 3. | Final Exam        | Demonstrate the understanding of the subject and the arguments are articulated and organized in terms of presentation and writing |            |                 |              |           |                                   |
| 4. | Re-sit Exam       | Demonstrate the ability to identify and apply appropriate concepts, methods and techniques  |            |                 |              |           |                                   |
| 5. |                   | Be able to provide a specific conclusion / solution under special conditions  |            |                 |              |           |                                   |

### 書單

1、 李向玉主編，《中文公文寫作教程》，澳門理工學院出版，2001年版。

### 參考文獻

- 1、 馮式編著，《現代應用文手冊》，中流出版社，1991年版。
- 2、 談彥廷、鄒兆玲編著，《活學活用應用文》，香港教育圖書公司出版，1999年版。
- 3、 李錦昌編著，《商業溝通與應用文大全》，商務印書館(香港)有限公司出版，2012年。





### 學生反饋

學期結束時，學生將被邀請以問卷方式對學科單元/科目及有關教學安排作出反饋。你的寶貴意見有助教師優化學科單元/科目的內容及教授方式。教師及課程主任將對所有反饋予以考量，並在年度課程檢討時正式回應採取之行動方案。

### 學術誠信

澳門理工大學要求學生從事研究及學術活動時必須恪守學術誠信。違反學術誠信的形式包括但不限於抄襲、串通舞弊、捏造或篡改、作業重覆使用及考試作弊，均被視作嚴重的學術違規行為，或會引致紀律處分。學生應閱讀學生手冊所載之相關規章及指引，有關學生手冊已於入學時派發，電子檔載於 [www.mpu.edu.mo/student\\_handbook/](http://www.mpu.edu.mo/student_handbook/)。