澳門理工大學
Universidade Politécnica de Macau
Macao Polytechnic University

管理科學學院

商用漢語

學科單元/科目大綱

學年	2023 / 24	學期	2
學科單元/科目編號	MCCO0140-221 / 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
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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 theircultural background, race or gender in order to solveunpredictable 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 Students are able to apply the marketing principles, concepts, theories in analyzing the changing business environment.			
2. Apply appropriate tools and technologies Students are able to demonstrate using related tools, technology and skills to generate proposals and solutions.			
3. Proceed lifelong learning Students are able to apply self and independent learning to leverage learned knowledge in practical life.	✓	✓	✓
4. Adopt leadership approaches Students are able to develop collaborative groups, synergy teams in achieving objectives and shared goals.			
5. Demonstrate and practice legal and ethical values Students are able to identify professional ethics from broad business practices.			
6. Effective communication skills Students are able to communicate and present ideas effectively.	✓	✓	✓
7. Critical thinking Students are able to apply self understanding and analysis of critical perspectives to issues in broad conditions for problem solving.			
8. Intercultural competence 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： （1）應用文的定義和分類； （2）應用文的基本特點； （3）應用文的寫作原則。	3
2	商務文書概述 （1）商務文書的定義和作用； （2）應用文與商務文書關係 （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、简报。	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、通讯、新闻评论、广播、演講、短信、电子邮件	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）。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					
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	High	Significant	Moderate	Basic	Not even reaching marginal levels
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/。