

## 《各行各業說中文》主題 (共 2 冊)

### Advanced Business Chinese

#### 第一冊 Book 1 (中文)：

課別	課名	學習目標
第一課	新人的第一天	能敘述相關工作經驗、工作內容、原則與規定。
第二課	職場衝突	能表達不滿情緒、捍衛權利、排解糾紛、總結討論。
第三課	專業經理人	能簡報產品銷售、分析數據、表達觀點。
第四課	說話的藝術	能將功勞歸給他人、得體回應讚美、稱讚他人、婉轉拒絕。
第五課	舊瓶裝新酒	能討論品牌年輕化的策略、說明多元行銷策略可能產生的迷思、以案例說服別人認同自己觀點。
第六課	給員工打分數	能表達關懷與傾聽、詳述事實、績效討論、提出措施。
第七課	旅遊補貼	能表達喜好或偏好、做出建議、提出計畫。
第八課	裁員風波	能描述在職場遇到的狀況、與律師溝通、說明法律條文、提出具體解決方法。
第九課	老闆與老闆娘	能詳述困境、描述管理模式、分析管理模式優缺。
第十課	人往高處爬	能描述工作性質、分析事理、勸說他人、敘述期望。

#### Book 1 (English version)

Lesson	Course Title	Learning goal
Lesson 1	First Day on the Job	Able to describe relevant work experiences, job responsibilities, principles, and regulations.
Lesson 2	Workplace Conflict	Able to express dissatisfaction, defend rights, resolve disputes, and summarize discussions.
Lesson 3	Professional Manager	Able to present product sales, analyze data, and express opinions.
Lesson 4	The Art of Speaking	Able to attribute credit to others, respond to praise, compliment others, and politely refuse.
Lesson 5	Repackaging	Able to discuss strategies for brand rejuvenation, explain myths that may arise from diversified marketing strategies, and persuade others to agree with one's own viewpoints through case studies.
Lesson 6	Giving Employees Scores	Able to express care and listening, describe facts, discuss performance, and propose solutions.
Lesson 7	Travel Allowance	Able to express preferences, make suggestions, and propose plans.

Lesson 8	Layoff Crisis	Able to describe situations encountered in the workplace, communicate with lawyers, explain legal provisions, and propose specific solutions.
Lesson 9	The Boss and His Wife	Able to describe dilemmas, describe management styles, and analyze the pros and cons of management styles.
Lesson 10	Rise to the Challenge	Able to describe nature of work, analyze situations, persuade others, and describe expectations.

第二冊：

課別	課名	學習目標
第一課	自有品牌	能表達目的、描述產品特性、議價、說明難處。
第二課	叫你們經理出來	能客訴、爭取自身權益、平息客訴。
第三課	讓產品爆紅	能爭取展示機會、協調展場、與業務單位協商、調整介紹產品方式。
第四課	國際展場	能描述展場盛況、說明產品獨特性、提出疑慮、解除疑慮。
第五課	機器人的世界	能說明自動化好處、提出自動化的威脅、分析產業趨勢、陳述住宿型態。
第六課	品質認證	能介紹農產品生長環境、說明產品履歷、說明愛護地球實例、產品出口流程。
第七課	原物料漲價了	能說明原料價格變化、說明市場需求、分析今昔差異、爭取支持。
第八課	自己當老闆	能說明創業動機、敘述異國創業過程、得體應對媒體。
第九課	實體商店的出路	能主持會議、分析不同商店優缺點、分析購物新趨勢、總結會議。
第十課	大魚吃小魚	能依併購程序進行細節交涉、維護權益、釋放善意。

Book 2 (English version)

Lesson	Course Title	Learning goal
Lesson 1	Private Brand	Able to express purpose, describe product features, negotiate, and explain difficulties.
Lesson 2	Tell Your Manager to Come Out	Able to make a complaint, fight for one's own rights, appease complaints.
Lesson 3	Making Products Sell Well	Able to fight for exhibition opportunities, coordinate exhibition venues, negotiate with business units, and adjust product presentation methods.
Lesson 4	International Exhibition Venue	Able to describe the exhibition scene, explain the uniqueness of the product, raise concerns, and resolve doubts.
Lesson 5	The World of Robots	Able to explain the benefits of automation, present the threat of automation, analyze industry trends, and describe accommodation types.
Lesson 6	Quality Certification	Able to introduce the growing environment of agricultural products, explain product history, give

		examples of caring for the earth, and describe the product export process.
Lesson 7	Raw Material Prices Have Gone Up	Able to explain changes in raw material prices, explain market demand, analyze differences between past and present, and seek support.
Lesson 8	Be Your Own Boss	Able to explain entrepreneurial motivation, describe the process of entrepreneurship in a foreign country, and respond appropriately to the media.
Lesson 9	A Way Out for Brick and Mortar Stores	Able to chair meetings, analyze the advantages and disadvantages of different stores, analyze new shopping trends, and summarize meetings.
Lesson 10	Big Fish Eat Small Fish	Able to negotiate details according to the merger and acquisition procedure, protect rights and interests, and release goodwill.