

檔 號：K200206  
保存年限：5

# 樹德科技大學 函

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受文者：國立暨南國際大學

發文日期：中華民國101年3月7日

發文字號：德科大應院字第1010000324號

速別：普通件

密等及解密條件或保密期限：

附件：議程及海報 (BETF2012%20POSTER\_V2.PDF、3-5%20SCHEDULE.DOC，共2個電子檔案)

主旨：本校應用外語系訂於民國101年4月12日、13日(週四、五)，舉辦「2012商用英語教學論壇-『台灣國際化人才培育』」，敬請鼓勵貴校教師踴躍參加，請查照。

說明：

一、隨文附上研討會資訊及議程，敬請鼓勵貴校教師及研究生報名參加，並惠予參加人員公差假之方便。

二、本活動報名網址

：<http://registration.ecc.stu.edu.tw/events/253>

正本：公私立大專校院

副本：應用外語系

101/03/07  
09:52:43

校長 朱元祥

擬辦：

- 一、將來文上傳本校公文系統，公告週知。
- 二、文陳閱後存。

教授兼  
研發長尹邦嚴

代  
行  
爲

專員王淑娟

助理教授兼  
學術推廣組組長戴榮斌

教授兼  
研發長尹邦嚴





1997, 1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2218, 2219, 2220, 2221, 2222, 2223, 2224, 2225, 2226, 2227, 2228, 2229, 2230, 2231, 2232, 2233, 2234, 2235, 2236, 2237, 2238, 2239, 2240, 2241, 2242, 2243, 2244, 2245, 2246, 2247, 2248, 2249, 2250, 2251, 2252, 2253, 2254, 2255, 2256, 2257, 2258, 2259, 2260, 2261, 2262, 2263, 2264, 2265, 2266, 2267, 2268, 2269, 2270, 2271, 2272, 2273, 2274, 2275, 2276, 2277, 2278, 2279, 2280, 2281, 2282, 2283, 2284, 2285, 2286, 2287, 2288, 2289, 2290, 2291, 2292, 2293, 2294, 2295, 2296, 2297, 2298, 2299, 2300, 2301, 2302, 2303, 2304, 2305, 2306, 2307, 2308, 2309, 2310, 2311, 2312, 2313, 2314, 2315, 2316, 2317, 2318, 2319, 2320, 2321, 2322, 2323, 2324, 2325, 2326, 2327, 2328, 2329, 2330, 2331, 2332, 2333, 2334, 2335, 2336, 2337, 2338, 2339, 2340, 2341, 2342, 2343, 2344, 2345, 2346, 2347, 2348, 2349, 2350, 2351, 2352, 2353, 2354, 2355, 2356, 2357, 2358, 2359, 2360, 2361, 2362, 2363, 2364, 2365, 2366, 2367, 2368, 2369, 2370, 2371, 2372, 2373, 2374, 2375, 2376, 2377, 2378, 2379, 2380, 2381, 2382, 2383, 2384, 2385, 2386, 2387, 2388, 2389, 2390, 2391, 2392, 2393, 2394, 2395, 2396, 2397, 2398, 2399, 2400, 2401, 2402, 2403, 2404, 2405, 2406, 2407, 2408, 2409, 2410, 2411, 2412, 2413, 2414, 2415, 2416, 2417, 2418, 2419, 2420, 2421, 2422, 2423, 2424, 2425, 2426, 2427, 2428, 2429, 2430, 2431, 2432, 2433, 2434, 2435, 2436, 2437, 2438, 2439, 2440, 2441, 2442, 2443, 2444, 2445, 2446, 2447, 2448, 2449, 2450, 2451, 2452, 2453, 2454, 2455, 2456, 2457, 2458, 2459, 2460, 2461, 2462, 2463, 2464, 2465, 2466, 2467, 2468, 2469, 2470, 2471, 2472, 2473, 2474, 2475, 2476, 2477, 2478, 2479, 2480, 2481, 2482, 2483, 2484, 2485, 2486, 2487, 2488, 2489, 2490, 2491, 2492, 2493, 2494, 2495, 2496, 2497, 2498, 2499, 2500, 2501, 2502, 2503, 2504, 2505, 2506, 2507, 2508, 2509, 2510, 2511, 2512, 2513, 2514, 2515, 2516, 2517, 2518, 2519, 2520, 2521, 2522, 2523, 2524, 2525, 2526, 2527, 2528, 2529, 2530, 2531, 2532, 2533, 2534, 2535, 2536, 2537, 2538, 2539, 2540, 2541, 2542, 2543, 2544, 2545, 2546, 2547, 2548, 2549, 2550, 2551, 2552, 2553, 2554, 2555, 2556, 2557, 2558, 2559, 2560, 2561, 2562, 2563, 2564, 2565, 2566, 2567, 2568, 2569, 2570, 2571, 2572, 2573, 2574, 2575, 2576, 2577, 2578, 2579, 2580, 2581, 2582, 2583, 2584, 2585, 2586, 2587, 2588, 2589, 2590, 2591, 2592, 2593, 2594, 2595, 2596, 2597, 2598, 2599, 2600, 2601, 2602, 2603, 2604, 2605, 2606, 2607, 2608, 2609, 2610, 2611, 2612, 2613, 2614, 2615, 2616, 2617, 2618, 2619, 2620, 2621, 2622, 2623, 2624, 2625, 2626, 2627, 2628, 2629, 2630, 2631, 2632, 2633, 2634, 2635, 2636, 2637, 2638, 2639, 2640, 2641, 2642, 2643, 2644, 2645, 2646, 2647, 2648, 2649, 2650, 2651, 2652, 2653, 2654, 2655, 2656, 2657, 2658, 2659, 2660, 2661, 2662, 2663, 2664, 2665, 2666, 2667, 2668, 2669, 2670, 2671, 2672, 2673, 2674, 2675, 2676, 2677, 2678, 26



# THE 2ND BUSINESS ENGLISH TEACHING FORUM

## BETF 2012

### DEVELOPING A MANPOWER CULTIVATION BLUEPRINT: EDUCATING TALENTS FOR GLOBAL COMPETITIVENESS

at  
SHU-TE UNIVERSITY  
Kaohsiung, Taiwan

on  
April 12 (Thursday) to 13 (Friday)  
2012

#### About BETF 2012

The forum aims to examine the strengths, weaknesses, and the development of current Business English courses in colleges and universities in Taiwan. More so, the forum recognizes the need for developing a cohesive plan and strategy in order to cultivate the manpower needed in the international job market. Pertinent issues shall be examined and discussed through keynote speeches and panel discussions focusing on a range of topics such as the design of teaching programs, lesson styles, and the roles of trainers and the learning performance of students.

#### Keynote Speaker

Professor Chao-min Chen 陳超明教授  
National Chengchi University

Keynote Speech:

*"Global English for Workplace:  
Critical Thinking and  
Problem-solving"*

#### Invited Speakers

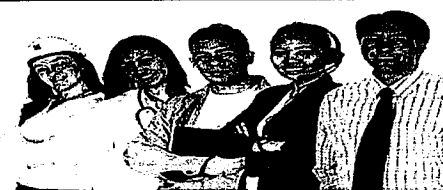
Ms. Eleanor Lai  
HR Manager, Columbia Sportswear Company Taiwan  
人資部 賴以倫經理, 美商哥倫美雅有限公司 台灣分公司

Mr. Chris Smith  
Exams Manager, Acumen Business English Consultants  
(Cambridge Authorized BULATS Agent)  
試務經理, 睿言商英顧問股份有限公司

Mr. Paul A. Bartlett  
Global Purchasing Program Manager at Rolls-Royce PLC  
全球採購方案經理, 勞斯萊斯股份有限公司

Mr. Steven Parker  
Director, Community Services Center Taiwan/Nonprofit  
Organization Management  
裴士誠執行長, 國際社區服務文教中心

Mr. Alex S. Makapa  
Education Consultant, Cambridge Press  
教育顧問, 劍橋出版股份有限公司





12~13 April, 2012

## CONFERENCE SCHEDULE 會議議程

Thursday, April 12		
09:30 - 10:00	Registration	
10:10 - 10:30	Opening of BETF 2012 Professor Yuan-hsiang Chu President, Shu-te University	
10:30 - 12:00	Keynote Speech - <i>Global English for Workplace: Critical Thinking and Problem-solving</i> Professor Chao-min Chen National Chengchi University 陳超明教授 國立政治大學	Moderator Professor Jeanne H. Tuan Chair, STU Department of Applied Foreign Languages
12:00 - 13:00	Lunch (Room 438 4 <sup>th</sup> Floor Library and Information Building) 午餐 (圖資大樓四樓應用外語系會議室)	
13:10 - 14:00	Invited Speech I- Ms. Eleanor Lai HR Manager, Columbia Sportswear Company Taiwan 人資部 賴以倫經理 美商哥倫美雅有限公司 台灣分公司	Moderator Professor Jan Tiangco STU Department of Applied Foreign Languages
14:00 - 14:50	Invited Speech II- Mr. Chris Smith Director of Corporate Training of Acumen Business English 企業訓練 顧問經理 睿言商英顧問股份有限公司	Moderator Professor Christine Liu STU Department of Applied Foreign Languages
14:50- 15:10	Tea Break 茶點時間	
15:10 -	Invited Speech III -	Moderator

16:00	<p>Dr. Paul A. Bartlett Global Purchasing Program Manager at Rollys-Royce Motor Cars 全球採購方案經理 勞斯萊斯汽車股份有限公司</p>	<p>Professor Yi-wei Huang STU Department of Applied Foreign Languages</p>
16:00 – 16:50	<p>Presentation Session 1 – <i>Theory of Cognitive Development and Its Educational Application to Instruction</i> Yu-Chiang Wang Shu-te University  Session 2 - <i>Tailoring a Textbook Evaluation Checklist for English for Business Purposes</i> Min-Chien Lee National Chengchi University</p>	<p>Moderator Professor Claire Pan STU Department of Applied Foreign Languages</p>
18:00 – 20:00	<p>Banquet 晚宴</p>	





Friday, April 13		
9:20 - 10:00	<p>Presentation</p> <p>Session 3 - <i>Understanding Job Satisfaction: The Role of Transformational Leadership and Leadership Trust</i></p> <p>Cheng-Se Hsu, Yi-Feng Yang &amp; Jeanne H. Tuan Shu-te University</p> <p>Session 4 - <i>A Warmly Accepted Approach to Teaching Business English</i></p> <p>Mark Shien I-Shou University</p>	<p>Moderator</p> <p>Professor Wayne Wang</p>
10:00 - 10:20	Tea Break 茶點時間	
10:20 - 11:00	<p>Invited Speech IV – <i>English is the Global Language, but What does that Really Mean?</i></p> <p>Mr. Steven Parker Director, Community Services Center Taiwan/Nonprofit Organization Management 裴士誠執行長 國際社區服務文教中心</p>	<p>Moderator</p> <p>Professor Dora Ko STU Department of Applied Foreign Languages</p>
11:05 - 12:00	<p>Invited Speech IV – <i>Outline for Verbal English Interactions in the Business Setting</i></p> <p>Mr. Alex S. Makapa Education Consultant, Cambridge Press</p>	<p>Moderator</p> <p>Professor Kenny Liu STU Department of Applied Foreign Languages</p>
12:00 - 13:00	<p>Lunch (Room 438 4<sup>th</sup> Floor Library and Information Building)</p> <p>午餐 (圖資大樓四樓應用外語系會議室)</p>	

13:10 - 15:00	Commentary and Summation 綜合討論	Chair Professor Jeanne H. Tuan STU Department of Applied Foreign Languages
10:00 - 16:00	Posters (Lounge 4 <sup>th</sup> Floor Library and Information Building) 壁報 (圖資大樓四樓應用外語系大廳)	