
EMI COURSE SHARING

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OUTLINE

- EMI courses
- Strategies for learning EMI courses effectively
- How do EMI courses help to enhance English abilities
- Suggestions
- Q&A

EMI COURSES OF MA IN ENGLISH

| Course Title (completed) | Course Title |
|---|---|
| CULTURAL TOURISM AND INDUSTRY STUDIES 文化觀光與產業研究 | CROSS-CULTURAL STUDIES 跨文化研究 |
| INTERNATIONAL BUSINESS COMMUNICATION STUDIES 國際商務溝通專題 | APPLIED STUDIES ON CONTEMPORARY LITERATURE AND CULTURE 當代文學與文化應用專題 |
| RESEARCH METHODS AND ACADEMIC WRITING 研究方法與論文寫作 | |
| PRAGMATICS 語用學 | |
| STUDIES ON ENGLISH FOR PROFESSIONAL COMMUNICAITON 專業英語溝通研究 | |
| DISCOURSE ANALYSIS OF CULTURAL COMMUNICATION 文化傳播言談分析 | |
| QUANTITATIVE RESEARCH DESIGN AND STATISTICAL ANALYSIS 量化研究設計與統計分析 | |

國際商務溝通專題

INTERNATIONAL BUSINESS COMMUNICATION STUDIES

■ Learning Goals

- To gain knowledge on international business communication and skills for carrying out successful Intercultural Business Communication (IBC)
- To enhance employability
- To cultivate IBC competence and global mobility
- To develop analytical skills to critically synthesize, analyze, and apply IBC research and theory.

STRATEGIES FOR EFFECTIVELY LEARNING EMI COURSE

有效學習EMI 課程的方法或策略

Method

- a particular way of doing something

Strategy

- a detailed plan to achieve success in situations

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STRATEGIES FOR EFFECTIVELY LEARNING EMI COURSE

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■ Preparation for class

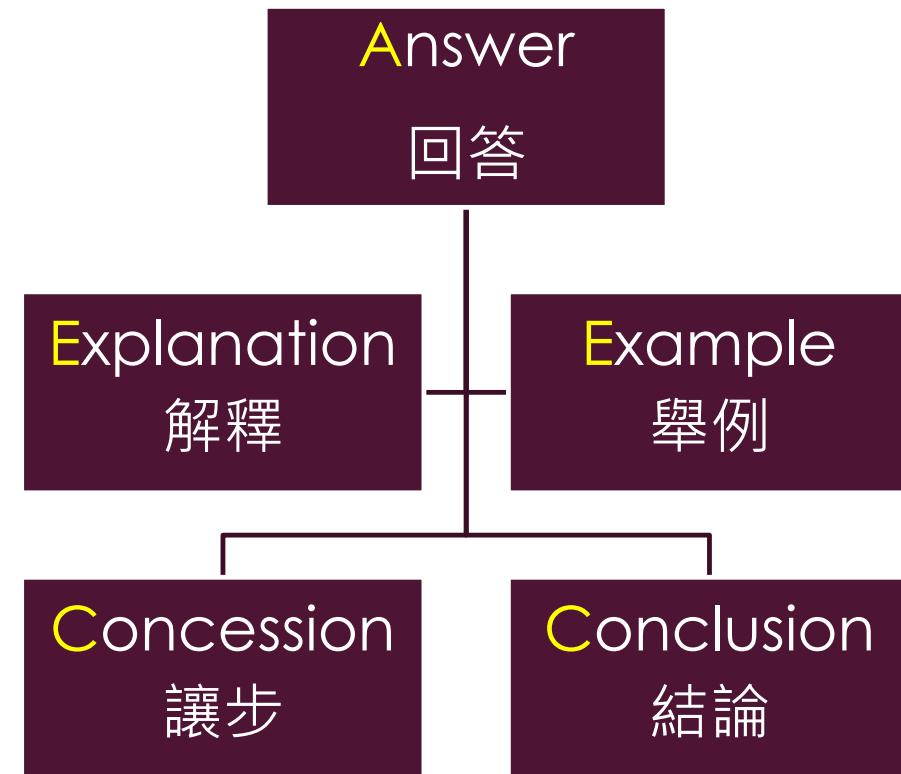
- Read and research ahead of time to grasp the week's learning objectives
- Try to think of 1-3 questions that you are curious of, or don't agree with regarding the topic

■ Benefit

- Preparing in advance allows me to finish the course more efficiently
- Gain a deeper insight into the topic.

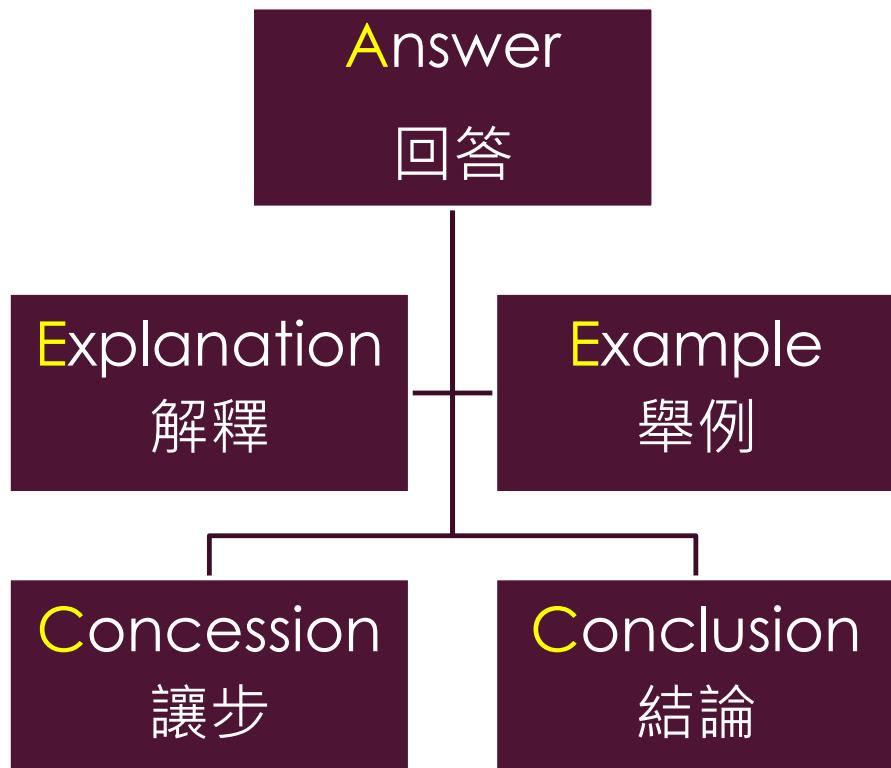
DELIVERING YOUR IDEAS

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DELIVERING YOUR IDEAS

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Q: Do you think people who work in hotel should possess the skill of intercultural communication ?

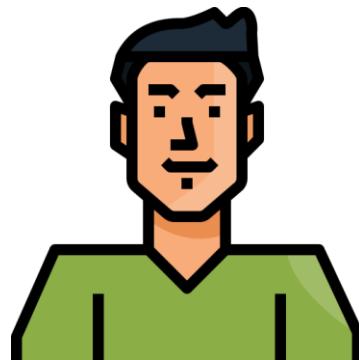
Answer: Yes. Especially for people who work in front office.

Explanation: Because they need to cater to guests from different countries and different cultural backgrounds, the better front-line staff understand their consumers' cultures, the more successful they are at making them happy

Conclusion: So, I think if the staff have the skill of Intercultural communication, they will be able to greatly enhance the quality of service.

WHAT WERE THE MOST CHALLENGING OR DIFFICULT PARTS OF TAKING THE EMI COURSE? HOW TO SOLVE IT?

- When delivering ideas in English or having discussion with foreign classmates



HOW DO EMI COURSES STRENGTHEN MY LISTENING SKILLS IN ENGLISH?

- **Listening**
- **All courses are conducted in English, so naturally you will get used to the English content and your mind will start to think and analyze in English, which in turn improves our listening ability**



HOW DO EMI COURSES STRENGTHEN MY SPEAKING SKILLS IN ENGLISH?

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Speaking

- If you can master the **AEC** method I mentioned before, you will be able to express your opinion logically and you will find that the only person who will focus on your grammar mistake is yourself. The sense of accomplishment that grows with each presentation is the key thing we get from learning to speak in English.



HOW DO EMI COURSES STRENGTHEN MY WRITING SKILLS IN ENGLISH?

- **Writing**
 - Through the process of reading literature, you will definitely find some very useful sentence patterns or suitable words to convey what you want to express more accurately.
 - I will always memorize those sentence patterns, highlight the words and apply them immediately. Then, my own writing style may be well developed.



HOW DO EMI COURSES STRENGTHEN MY READING SKILLS IN ENGLISH?

- **Reading**
 - **With large amount of English literature and assignments, it will speed up the reading process and allow you to grasp the key points of your research and learning objectives more quickly.**



CONCLUSION

- You've paid your tuition fee, so try to make the most of it.
- Knowledge makes you free

Q & A

Thank you for your listening