

109 學年度企業管理系甄選入學實務選材：

「英語表達能力」術科實作規劃

附件一：英語自我介紹範本

Self Introduction

My name is Wang, Tai-Tung. I graduate from Yu Da High School of Commerce and Home Economics and major in Business Management. There are five people in my family. My father works as a manager in a consultant firm. My mother is a civil official at Taipei City Government. I have an older brother and a younger sister. My brother is a junior in Tamkang University. My sister is a senior high school student. I am the middle one in my family.

In my spare time, I like to read magazines related to commercial management. Besides, it's also fun for me to play the role of a manager handling a lot of things orderly. In addition to reading and role playing, sometimes I listen to English songs, watching English movies or TV programs to strengthen my English proficiency. Hopefully, I could combine both of them and apply to my further study career.

I wish I could be a business manager with abundant managerial knowledge and technology in the future. And that is the reason why I am applying for the Business Administration program in your school.

附件二、英語企業管理文章

1. Business letter

Dear Sirs,

We have the pleasure of introducing ourselves to you as one of the most reputable rain wears exporters in Taiwan, who has been engaged in this line of business since 1985; particularly we have

been having a good sale of umbrellas and are desirous of expanding our market to your country.

We would appreciate it if you could kindly introduce us to the relative importers by announcing in your publication as follows:

「An Export Company of rain wears in Taiwan is now making a business proposal for umbrellas which is said to have built a high reputation at home and abroad. Contact them by sending your e-mail to umbrella@yahoo.com.tw」

2. Customers Values

Create more meaningful and effective experiences and keep valued customers while building brand loyalty is the important issues. Delivering exceptional customer experiences has always been important, but fastly evolving technology, connected customers, and rare resources all make it more difficult to achieve. And the stakes are higher than ever. Research reveals that 82% of consumers have stopped doing business with a company following a single bad experience. Organizations are looking to create more meaningful and effective experiences to retain valued customers and build brand loyalty.

3. Service Culture

Why should we create the Service Culture in the business organization? Here we discuss the Key to Building an Exceptional Service Culture as following.

When it comes to creating an exceptional service culture, nothing is more important than a team's ability to collaborate well. Both the agent and the customer experience will be exponentially better with 360 degrees of partnership-agents partnering with each other to share knowledge and solve problems, leadership partnering alongside agents to understand the front line, and everyone partnering with customers to foster a meaningful relationship.