

系名	代碼	招生群類		招生名額										
企業管理系 (台北校區)	219015	09 商業與管理群		18										
	219016	15 外語群英語類		6										
各科目加權		各項佔總成績比例												
		商管群		英語類										
國文	1	統測成績	10%	統測成績	10%									
英文	1	備審資料	40%	備審資料	30%									
數學	1	面試	50%	面試	40%									
專一	2			實作	20%									
專二	2													
備審資料準備說明														
必繳資料 1	專題製作學習成果													
必繳資料 2	讀書計畫													
必繳資料 3	競賽獲獎或證照證明													
備註	1. 自傳 (35%) 2. 競賽獲獎或證照證明 (35%) 3. 專題製作學習成果 (30%)													
實作項目說明(英語類)														
<ul style="list-style-type: none"> <li>● 英語表達實作：學生以英語進行 1 分鐘自我介紹，並依抽選之管理相關文章進行 1 分鐘之現場朗讀。</li> <li>● 在實作前，學生約有 10 分鐘準備時間。</li> </ul>														

## 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(可先行製作英文自我介紹，至現場進行發表)

##### 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. 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(當場抽選朗讀，三選一)

##### 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.