

Tamkang University Academic Year **101**, **2nd** Semester
Course Syllabus

Course Title	Business Report Writing		Instructor	Hsiu-mei Tseng
Department/Year/Class	Course Details			
Department of International Business, 2B	<input checked="" type="checkbox"/> Required <input type="checkbox"/> Selective	<input checked="" type="checkbox"/> 0 (One Semester) <input type="checkbox"/> 1 (1st Semester) <input type="checkbox"/> 2 (2nd Semester) <input type="checkbox"/> 3 (3rd Semester)	Credits	2
Aim of Education		Core Competences		
Departmental Educational Objectives: 1. To instill the university motto of “Simplicity, Firmness, Perseverance, and Fulfillment” into students. 2. By integrating the “Five Disciplines” of education, the qualities of conduct, intelligence, physical education, teamwork, and beauty into the professional, core, and extra-curricular curriculum, the department helps to produce well-rounded students skilled in identifying and solving problems. 3. To oversee the trend and foresee the development of global economy, the department aims to produce the graduates with expertise in the fields of International Business and Trade.		Departmental Core Competences: A. Breeding professionals with expertise in general International Trade and International Business B. Consisting of Globalization, Information-oriented and Future-oriented education. C. Producing graduates with capability of foreseeing and analyzing the development of Global Economy. D. Breeding professionals with expertise in Marketing and Financial Management.		
Course Introduction (50 to 100 words)	This course is designed for students who need to be able to read, interpret and write everything from short memos to longer reports in English. It also encourages students to become progressively more aware of what makes an effective piece of written communication in English. Throughout the course, guided writing tasks and language focus are integrated, with an aim to building students’ confidence in expressing themselves with grammatical accuracy in logically constructed reports.			

The Relevance among Teaching Objectives, Objective Levels and Core Competences

I. Objective Levels (select applicable ones) :

(I) Cognitive Domain : C1 Remembering 、 C2 Understanding 、 C3 Applying 、 C4 Analyzing 、 C5 Evaluating 、 C6 Creating

(II) Psychomotor Domain : P1 Imitation 、 P2 Mechanism 、 P3 Independent Operation 、 P4 Linked Operation 、 P5 Automation 、 P6 Origination

(III) Affective Domain : A1 Receiving 、 A2 Responding 、 A3 Valuing 、 A4 Organizing 、 A5 Charaterizing 、 A6 Implementing

II. The Relevance among Teaching Objectives, Objective Levels and Core Competences :

- (I) Determine the objective level(s) in any one of the three learning domains (cognitive, psychomotor, and affective) corresponding to the teaching objectives. Each objective should correspond to the objective level(s) of ONLY ONE of the three domains.
- (II) If more than one objective levels are applicable for each learning domain, select the highest one only. (For example, if the objective levels for Cognitive Domain include C3, C5, and C6, select C6 only and fill it in the boxes below. The same rule applies to Psychomotor Domain and Affective Domain.)
- (III) Determine the core competences that correspond to each teaching objective. Each objective may correspond to one or more core competences at a time. (For example, if one objective corresponds to three core competences: A, AD, and BEF, list all of the three in the box.)

Teaching objectives	Relevance	
	Objective Levels	Core Competences
1. Writing emails inquiring about products or services, and requesting catalogues, price lists, and samples	C3	A
2. Writing emails to place orders with the attachment of order forms	C3	A
3. Writing emails to acknowledge orders for goods	C3	A
4. Writing emails to inform the suppliers about payment, and reminding the buyers of late payment	C3	A
5. Writing emails to make complaints about products and services, and suggesting solutions to problems	C3	A
6. Writing emails to respond to complaints	C3	A
7. Writing emails to check progress on a task or project	C3	A
8. Writing short memos	C3	A
9. Making proposals and responding to proposals	C3	A
10. Planning a report, describing graphs and charts, and making recommendations	C3	A

Teaching Objectives, Teaching Methods and Assessment

Teaching Objectives	Teaching Methods	Assessment
1. Writing emails inquiring about products or services, and requesting catalogues, price lists, and samples	lectures, discussions, in-class writing practice	take-home writing assignment; mid-term exam
2. Writing emails to place orders with the attachment of order forms	lectures, discussions, in-class writing practice	take-home writing assignment; mid-term exam

3. Writing emails to acknowledge orders for goods	lectures, discussions, in-class writing practice	take-home writing assignment; mid-term exam
4. Writing emails to inform the suppliers about payment, and reminding the buyers of late payment	lectures, discussions, in-class writing practice	take-home writing assignment; mid-term exam
5. Writing emails to make complaints about products and services, and suggesting solutions to problems	lectures, discussions, in-class writing practice	take-home writing assignment; mid-term exam
6. Writing emails to respond to complaints	lectures, discussions, in-class writing practice	take-home writing assignment; final exam
7. Writing emails to check progress on a task or project	lectures, discussions, in-class writing practice, take-home writing assignment	take-home writing assignment; final exam
8. Writing short memos	lectures, discussions, in-class writing practice	take-home writing assignment; final exam
9. Making proposals and responding to proposals	lectures, discussions, in-class writing practice	take-home writing assignment; final exam
10. Planning a report, describing graphs and charts, and making recommendations	lectures, discussions, in-class writing practice	take-home writing assignment; final exam

This course has been designed to cultivate the following essential qualities in TKU students.

Essential Qualities of TKU Students	Description
<input checked="" type="checkbox"/> global perspectives	翻譯建構中
<input type="checkbox"/> a vision for the future	
<input type="checkbox"/> information literacy	
<input type="checkbox"/> ethical and moral principles	
<input checked="" type="checkbox"/> independent thinking	
<input type="checkbox"/> an awareness of healthy living	
<input checked="" type="checkbox"/> effective teamwork	
<input type="checkbox"/> an appreciation of the arts	

Course Schedule

Week	Date	Subject/Topics	Note
1		Making inquiries (Unit 6)	
2		Making inquiries (Unit 6) & Placing orders (Unit 7)	
3		Placing orders (Unit 7)	
4		Responding to orders (Unit 8)	
5		Responding to orders (Unit 8) & Making payment (Unit 9)	
6		Making payment (Unit 9)	
7		Complaints (Unit 10)	
8		Complaints (Unit 10) & Checking progress (Unit 11)	
9		Checking progress (Unit 11)	
10		Midterm Exam Week	
11		Interoffice memos (Unit 12)	
12		Interoffice memos (Unit 12) & Discussing proposal (Unit 13)	

13		Discussing proposal (Unit 13)	
14		Reports (Unit 14)	
15		Reports (Unit 14)	
16		Reports (Unit 14)	
17		Social situations (Unit 15)	
18		Final Exam Week	
Requirement	(1) Tardiness: Be punctual for class. You will lose points for being late. (2) Absence: You will lose points for being absent. (3) If you are absent for 3 times, you CANNOT pass the class. Show your teacher your Proof of Absence (school business 公假, private business 事假, sickness 病假, death in the family 喪假) if you cannot come.		
Teaching Facility	<input checked="" type="checkbox"/> Computer <input type="checkbox"/> Overhead Projector <input type="checkbox"/> Other (_____)		
Textbook(s)	<u>Writing for the Real World (Student Book 2): An Introduction to Business Writing</u> . Roger Barnard, Antoinette Meehan. Oxford University Press, 2005.		
Suggested Readings			
Number of Assignment(s)	8 assignments (Filled in only for those courses that apply)		
Grading Policy	◆ class attendance 10.0 % ◆ class discussions, presentations and assignments: 30 % ◆ mid-term exam: 30.0 % ◆ final exam: 30.0 %		
Note	This syllabus may be uploaded at the website of Course Syllabus Management System at http://info.ais.tku.edu.tw/csp or through the link of Course Syllabus Upload posted on the home page of TKU Office of Academic Affairs at http://www.acad.tku.edu.tw/index.asp . ※Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.		

Form No. : ATRX-Q03-001-FM201-05