

Tamkang University Academic Year **101**, **2<sup>nd</sup>** Semester  
Course Syllabus

Course Title	International Business Communication in English		Instructor	Hsiu-mei Tseng	
Department/Year/Class		Course Details			
Department of International Business, 2B		<input type="checkbox"/> Required <input checked="" 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		
<b>Departmental Educational Objectives:</b> 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.			<b>Departmental Core Competences:</b> 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 intends to develop students' skills of listening, speaking, reading, and writing in English through a variety of business-related subjects such as corporate governance, power, e-marketing, and misconduct. It aims to boost students’ confidence in expressing themselves correctly and fluently, and enable them to become effective communicators in their future business careers.				

## 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 Characterizing 、 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.a. Exploring various aspects of corporate governance b. Introducing vocabulary items formed with adjective + past participle and business idioms c. Discussing the issues of corporate governance and executive pay	C3	A
2. a. Exploring the concepts of power and leadership b. Introducing word partnerships and phrasal verbs beginning with 'put' c. Discussing issues such as power politics, and leadership	C3	A
3. a. Discussing how digital technology has changed the way the businesses market their products or services b. Exploring how Google developed its advertising business, and email marketing	C3	A,D
4. a. Focusing on white collar crimes such as tax evasion, fraud and money laundering b. Exploring the importance of business ethics	C3	A,D

### Teaching Objectives, Teaching Methods and Assessment

Teaching Objectives	Teaching Methods	Assessment
1.a. Exploring various aspects of corporate governance b. Introducing vocabulary items formed with adjective + past participle and business idioms c. Discussing the issues of corporate governance and executive pay	lectures, group discussions, role plays	presentations; mid-term exam

2. a. Exploring the concepts of power and leadership b. Introducing word partnerships and phrasal verbs beginning with 'put' c. Discussing issues such as power politics, and leadership	lectures, group discussions, role plays	presentations; mid-term exam
3. a. Discussing how digital technology has changed the way the businesses market their products or services b. Exploring how Google developed its advertising business, and email marketing	lectures, group discussions, role plays	presentations; final exam
4. a. Focusing on white collar crimes such as tax evasion, fraud and money laundering b. Exploring the importance of business ethics	lectures, group discussions, role plays	presentations; 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 <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	翻譯建構中

#### Course Schedule

Week	Date	Subject/Topics	Note
1		Governance: Taking charge (Unit 5)	
2		Governance: Taking charge (Unit 5)	
3		Governance: Taking charge (Unit 5)	
4		Governance: Taking charge (Unit 5)	
5		Power: Power brings responsibility (Unit 8)	
6		Power: Power brings responsibility (Unit 8)	
7		Power: Power brings responsibility (Unit 8)	
8		Power: Power brings responsibility (Unit 8)	
9		Power: Power brings responsibility (Unit 8) & E-marketing: The ultimate marketing machine (Unit 9)	
10		Midterm Exam Week	
11		E-marketing: The ultimate marketing machine (Unit 9)	
12		E-marketing: The ultimate marketing machine (Unit 9)	
13		E-marketing: The ultimate marketing machine (Unit 9)	

14		E-marketing: The ultimate marketing machine (Unit 9) Misconduct: White collar fraudsters (Unit 11)	
15		Misconduct: White collar fraudsters (Unit 11)	
16		Misconduct: White collar fraudsters (Unit 11)	
17		Misconduct: White collar fraudsters (Unit 11)	
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>Intelligent Business Coursebook: Advanced Business English</u> . Tonya Trappe & Graham Tullis. Pearson Education Limited, 2011.		
Suggested Readings			
Number of Assignment(s)	(Filled in only for those courses that apply)		
Grading Policy	◆ class attendance 10.0 %    ◆ class discussions and presentations: 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 <a href="http://info.ais.tku.edu.tw/csp">http://info.ais.tku.edu.tw/csp</a> or through the link of Course Syllabus Upload posted on the home page of TKU Office of Academic Affairs at <a href="http://www.acad.tku.edu.tw/index.asp">http://www.acad.tku.edu.tw/index.asp</a> . <b>※Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</b>		