

Tamkang University Academic Year 2013, 2nd Semester
Course Syllabus

Course Title	Business Report Writing		Instructor	Guy Redmer	
Department/Year/Class		Course Details			
DEPARTMENT OF INTERNATIONAL BUSINESS		<input type="checkbox"/> Required <input checked="" type="checkbox"/> Selective	<input 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		

<p>1. M i s s i o n Cultivate diverse research specialists with abilities in language, literature, culture, and English teaching.</p> <p>2. V i s i o n Carry on and further the excellent tradition of domestic language instruction and literary research to be a department contributing equally to research and language teaching.</p> <p>3. V a l u e Foster a holistic learning process by putting equal emphasis on language and literature, theory and practice.</p> <p>4. S t r a t e g i e s</p> <ul style="list-style-type: none"> ● Train students' abilities in five skills: English listening, speaking, reading, writing and translation. ● Promote technologicalization and internationalization. ● Upgrade the quality and quantity of those students who participate in the Junior Year Abroad program. ● Launch a common English Proficiency Test and enhance students' competitiveness in the job market. ● Enrich international video conferencing. ● Promulgate such areas of research as English and American literature, cultural studies, ecocriticism, and English Teaching. 	<p>A. Strengthen students' abilities in English listening, speaking, reading, writing and translation.</p> <p>B. Develop students' critical thinking skills in an English language learning context.</p> <p>C. Enable students to comprehend and appreciate English language media.</p> <p>D. Strengthen students' workplace English ability.</p> <p>E. Develop students' professional abilities in linguistics and English teaching.</p> <p>F. Develop students' ability to appreciate Anglophone literature in social, cultural and historical contexts.</p>
<p>Course Introduction (50 to 100 words)</p>	<p>This course uses a text approach to teach English business writing for reports and other materials.</p>

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 Review and apply summarizing and paraphrasing for business reports	C4	ACD
2 Become familiar with the language and style of advertisements	C6	ACD
3 Become familiar with the language and structure of company-specific websites	C4	ACD
4 Become familiar with the language and style of emails and memos	C3	ACD
5 Recognize and correct common grammatical errors	C4	ACD
6		
7		
8		

Teaching Objectives, Teaching Methods and Assessment

Teaching Objectives	Teaching Methods	Assessment
1 Review and apply summarizing and paraphrasing for business reports	Examples, practiced writing	Practiced writing
2 Become familiar with the language and style of advertisements	Examples, practiced writing	Practiced writing

3	Become familiar with the language and structure of company-specific websites	Examples, practiced writing	Practiced writing
4	Become familiar with the language and style of emails and memos	Examples, practiced writing	Practiced writing
5	Recognize and correct common grammatical errors	Examples, structured practice	Structured practice, Practiced writing
6			
7			
8			

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 checked="" 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	2/22	Course Orientation / Emails and memos	
2	3/1	Emails and memos	
3	3/8	Emails and memos	
4	3/15	Summarizing and Paraphrasing / Business reports	
5	3/22	Summarizing and Paraphrasing / Business reports	
6	3/29	Summarizing and Paraphrasing / Business reports	
7	4/1-4/5	Observation Week	
8	4/12	Review	
9	4/19	Review	
10	4/22-4/26	Midterm Exam Week	
11	5/3	Business websites	
12	5/10	Business websites	
13	5/17	Business websites	
14	5/24	Ads	
15	5/31	Ads	

16	6/7	Ads	
17	6/14	Review	
18	6/17-6/21	Final Exam Week	
Requirement			
Teaching Facility	<input checked="" type="checkbox"/> Computer <input type="checkbox"/> Overhead Projector <input type="checkbox"/> Other (_____)		
Textbook(s)	NA		
Suggested Readings	Authentic materials will be provided or made available		
Number of Assignment(s)	(Filled in only for those courses that apply)		
Grading Policy	Attendance and Participation: 30% Individual Assignments: 40% Group Projects: 30%		
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.		

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