

## Tamkang University Academic Year 102, 1st Semester Course Syllabus

Course Title	BUSINESS ENGLISH CONVERSATION	Instructor	TSENG, HSIU-MEI
Course Class	TLFXB2A DEPARTMENT OF INTERNATIONAL BUSINESS, 2A	Details	<ul style="list-style-type: none"> <li>◆ Selective</li> <li>◆ One Semester</li> <li>◆ 2 Credits</li> </ul>
D e p a r t m e n t a l   t e a c h i n g   o b j e c t i v e s			
<p>I. To instill the university motto of "Simplicity, Firmness, Perseverance, and Fulfillment" into students.</p> <p>II. By integrating the "Five Disciplines" of education, the qualities of conduct, intelligence, physical education, teamwork, and beauty into the professional, core, and extracurricular curriculum, the department helps to produce well-rounded students skilled in identifying and solving problems.</p> <p>III. 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.</p>			
D e p a r t m e n t a l   c o r e   c o m p e t e n c e s			
<p>A. Breeding professionals with expertise in general International Trade and International Business.</p> <p>B. Consisting of Globalization, Information-Oriented and Future-Oriented education.</p> <p>C. Producing graduates with capability of foreseeing and analyzing the development of Global Economy.</p> <p>D. Breeding professionals with expertise in Marketing and Financial Management.</p>			
Course Introduction	<p>This course intends to develop students' skills of listening, speaking, reading, and writing in English through a variety of business-related subjects such as careers, change, risk, teamwork and progress. It aims to boost students' confidence in expressing themselves correctly and fluently, and enable them to become effective communicators in their future business careers.</p>		

**The Relevance among Teaching Objectives, Objective Levels and Departmental 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 Departmental core competences :

- (i) Determine the objective level(s) in any one of the three learning domains (cognitive, psychomotor, and affective) corresponding to the teaching objective. 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 Departmental core competences that correspond to each teaching objective. Each objective may correspond to one or more Departmental core competences at a time. (For example, if one objective corresponds to three Departmental core competences: A,AD, and BEF, list all of the three in the box.)

No.	Teaching Objectives	Relevance	
		Objective Levels	Departmental core competences
1	a.compare career paths and choices b.manage the discussion and share ideas in meetings c.express different attitudes to the past d.get a point across	C3	ABCD
2	a.discuss working practices b.give a formal presentation c.speculate about future changes using different future tenses d.show understanding	C3	ABCD
3	a.talk about differnt kinds of risk b.take part in a teleconference c.use pronouns for reference d.establish rapport and show interest	C3	ABCD
4	a.explore team relationships b.deal with conflict c.emphasize a point of view d.respond appropriately to feedback	C3	ABCD
5	a.discuss factors for success b.evaluate ideas and solve problems in a brainstorming meeting c.use adverbs to show different attitudes d.use vague language to show uncertainty	C3	ABCD

6	By integrating the "Five Disciplines" of education, the qualities of conduct, intelligence, physical education, teamwork, and beauty into the professional, core, and extracurricular curriculum, the department helps to produce well-rounded students skilled in identifying and solving problems.	C3	ABCD
---	--	----	------

**Teaching Objectives, Teaching Methods and Assessment**

No.	Teaching Objectives	Teaching Methods	Assessment
1	a.compare career paths and choices b.manage the discussion and share ideas in meetings c.express different attitudes to the past d.get a point across	Lecture, Discussion, Simulation, Problem solving	Written test, Report, Participation
2	a.discuss working practices b.give a formal presentation c.speculate about future changes using different future tenses d.show understanding	Lecture, Discussion, Simulation, Problem solving	Written test, Report, Participation
3	a.talk about differnt kinds of risk b.take part in a teleconference c.use pronouns for reference d.establish rapport and show interest	Lecture, Discussion, Simulation, Problem solving	Written test, Report, Participation
4	a.explore team relationships b.deal with conflict c.emphasize a point of view d.respond appropriately to feedback	Lecture, Discussion, Simulation, Problem solving	Written test, Report, Participation
5	a.discuss factors for success b.evaluate ideas and solve problems in a brainstorming meeting c.use adverbs to show different attitudes d.use vague language to show uncertainty	Lecture, Discussion, Simulation, Problem solving	Written test, Report, Participation

6	By integrating the "Five Disciplines" of education, the qualities of conduct, intelligence, physical education, teamwork, and beauty into the professional, core, and extracurricular curriculum, the department helps to produce well-rounded students skilled in identifying and solving problems.	Lecture, Discussion, Simulation, Problem solving	Written test, Report, Participation
---	--	--	-------------------------------------

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

Essential Qualities of TKU Students	Description
◆ A global perspective	Helping students develop a broader perspective from which to understand international affairs and global development.
◇ Information literacy	Becoming adept at using information technology and learning the proper way to process information.
◆ A vision for the future	Understanding self-growth, social change, and technological development so as to gain the skills necessary to bring about one's future vision.
◆ Moral integrity	Learning how to interact with others, practicing empathy and caring for others, and constructing moral principles with which to solve ethical problems.
◆ Independent thinking	Encouraging students to keenly observe and seek out the source of their problems, and to think logically and critically.
◆ A cheerful attitude and healthy lifestyle	Raising an awareness of the fine balance between one's body and soul and the environment; helping students live a meaningful life.
◆ A spirit of teamwork and dedication	Improving one's ability to communicate and cooperate so as to integrate resources, collaborate with others, and solve problems.
◆ A sense of aesthetic appreciation	Equipping students with the ability to sense and appreciate aesthetic beauty, to express themselves clearly, and to enjoy the creative process.

#### Course Schedule

Week	Date	Subject/Topics	Note
1	102/09/16~ 102/09/22	Course Introduction; Careers (Unit 2)	
2	102/09/23~ 102/09/29	Careers (Unit 2)	
3	102/09/30~ 102/10/06	Careers (Unit 2)	
4	102/10/07~ 102/10/13	Careers (Unit 2)	
5	102/10/14~ 102/10/20	Change (Unit 3)	
6	102/10/21~ 102/10/27	Change (Unit 3)	
7	102/10/28~ 102/11/03	Change (Unit 3)	

8	102/11/04 ~ 102/11/10	Risk (Unit 4)	
9	102/11/11 ~ 102/11/17	Risk (Unit 4)	
10	102/11/18 ~ 102/11/24	Midterm Exam Week	
11	102/11/25 ~ 102/12/01	Risk (Unit 4)	
12	102/12/02 ~ 102/12/08	Teamwork (Unit 5)	
13	102/12/09 ~ 102/12/15	Teamwork (Unit 5)	
14	102/12/16 ~ 102/12/22	Teamwork (Unit 5)	
15	102/12/23 ~ 102/12/29	Progress (Unit 6)	
16	102/12/30 ~ 103/01/05	Progress (Unit 6)	
17	103/01/06 ~ 103/01/12	Progress (Unit 6)	
18	103/01/13 ~ 103/01/19	Final Exam Week	
Requirement	1.Tardiness: Be punctual for class is essential. 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 can not come.		
Teaching Facility	Computer		
Textbook(s)	Business Result (Advanced Student' s Book). Kate Baade, Christopher Holloway, Jim Scrivener & Rebecca Turner. Oxford University Press, 2009. [Available at Caves Books, Taipei, Tel: (02) 87928621]		
Reference(s)			
Number of Assignment(s)	(Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : 10.0 %   ◆ Mark of Usual : 20.0 %   ◆ Midterm Exam : 30.0 % ◆ Final Exam : 40.0 % ◆ Other ( ) :   %		
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/CS/main.php">http://www.acad.tku.edu.tw/CS/main.php</a> . <b>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</b>		