

Tamkang University Academic Year 102, 2nd Semester Course Syllabus

Course Title	BUSINESS REPORT WRITING	Instructor	TSENG, HSIU-MEI
Course Class	TLFXB2A DEPARTMENT OF INTERNATIONAL BUSINESS, 2A	Details	<ul style="list-style-type: none"> ◆ Required ◆ One Semester ◆ 2 Credits
D e p a r t m e n t a l A i m o f E d u c a t i o n			
<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 takes students through the topics they will need to succeed in business. It covers writing emails, letters, meeting minutes and all the parts of report-writing, as well as providing a progressive syllabus on the process of writing: planning, note-taking, drafting and checking. In addition, specific communication skills are focused on, including negotiating and apologizing.</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.Introduce yourself in emails and letters B.Inquiries and requests in emails and letters	C3	ABCD
2	A.Note-taking skills B.Meeting minutes	C3	ABCD
3	A.Write, accept and decline invitationss B.Formats for business letters	C3	ABCD
4	A.Analyze what makes a report effective B.Making notes for a report	C4	ABCD
5	A.Making your case in a report B.Present information and describe data	C4	ABCD
6	A.Ensure the style is right B.Apologize and thank in emails and letters	C5	ABCD
7	A.Make complaints B.Handle complaints	C4	ABCD
8	A.Link your ideas and build effective paragraphs B.Think about the reader	C4	ABCD
9	A.Negotiating via email: confirm agreement B.Structure negotiating emails	C4	ABCD
10	A.The Conclusions section B.The Recommendation sections	C4	ABCD
11	A.Set up meetings; confirm and change arrangements B.Check understanding; clarify meaning	C4	ABCD

12	A. Write an Executive summary B. Edit and check your writing	C5	ABCD
Teaching Objectives, Teaching Methods and Assessment			
No.	Teaching Objectives	Teaching Methods	Assessment
1	A. Introduce yourself in emails and letters B. Inquiries and requests in emails and letters	Lecture, Discussion, Simulation, Practicum	Written test, Report, Participation
2	A. Note-taking skills B. Meeting minutes	Lecture, Discussion, Practicum	Written test, Report, Participation
3	A. Write, accept and decline invitations B. Formats for business letters	Lecture, Discussion, Simulation	Written test, Report, Participation
4	A. Analyze what makes a report effective B. Making notes for a report	Lecture, Discussion, Simulation, Problem solving	Written test, Report, Participation
5	A. Making your case in a report B. Present information and describe data	Lecture, Discussion, Problem solving	Written test, Report, Participation
6	A. Ensure the style is right B. Apologize and thank in emails and letters	Lecture, Discussion, Simulation, Problem solving	Written test, Participation
7	A. Make complaints B. Handle complaints	Lecture, Discussion, Simulation, Problem solving	Written test, Report, Participation
8	A. Link your ideas and build effective paragraphs B. Think about the reader	Lecture, Discussion, Simulation, Problem solving	Written test, Report, Participation
9	A. Negotiating via email: confirm agreement B. Structure negotiating emails	Lecture, Discussion, Simulation, Problem solving	Report, Participation
10	A. The Conclusions section B. The Recommendation sections	Lecture, Discussion, Simulation, Problem solving	Written test, Report, Participation
11	A. Set up meetings; confirm and change arrangements B. Check understanding; clarify meaning	Lecture, Discussion, Simulation, Problem solving	Written test, Report, Participation
12	A. Write an Executive summary B. Edit and check your writing	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	103/02/17 ~ 103/02/23	Course introduction; In-class exercise	
2	103/02/24 ~ 103/03/02	Introductions, requests, inquiries (Unit 1)	
3	103/03/03 ~ 103/03/09	Introductions, requests, inquiries (Unit 1); Notes and minutes (Unit 2)	
4	103/03/10 ~ 103/03/16	Notes and minutes (Unit 2)	
5	103/03/17 ~ 103/03/23	Invitations and letters (Unit 3)	
6	103/03/24 ~ 103/03/30	Invitations and letters (Unit 3); Preparing a report (Unit 4)	
7	103/03/31 ~ 103/04/06	HOLIDAY	
8	103/04/07 ~ 103/04/13	Preparing a report (Unit 4)	
9	103/04/14 ~ 103/04/20	Making your case in a report (Unit 5)	
10	103/04/21 ~ 103/04/27	Midterm Exam Week	
11	103/04/28 ~ 103/05/04	Getting the tone right (Unit 6)	
12	103/05/05 ~ 103/05/11	Making and responding to complaints (Unit 7)	

13	103/05/12 ~ 103/05/18	The body of the report (Unit 8)	
14	103/05/19 ~ 103/05/25	Negotiating in writing (Unit 9)	
15	103/05/26 ~ 103/06/01	The report concluded (Unit 10)	
16	103/06/02 ~ 103/06/08	Making arrangements by email (Unit 11)	
17	103/06/09 ~ 103/06/15	Finishing a report (Unit 12)	
18	103/06/16 ~ 103/06/22	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)	Writing for Impact by Tim Banks. Cambridge University Press, 2012.		
Reference(s)			
Number of Assignment(s)	8 (Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : 10.0 % ◆ Mark of Usual : 30.0 % ◆ Midterm Exam : 30.0 % ◆ Final Exam : 30.0 % ◆ Other < > : %		
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/CS/main.php . ※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.		