

Tamkang University Academic Year 102, 2nd Semester Course Syllabus

Course Title	CROSS CULTURAL COMMUNICATION	Instructor	FARRAH PEI-CHEN CHANG
Course Class	TLFXB2A DEPARTMENT OF INTERNATIONAL BUSINESS, 2A	Details	<ul style="list-style-type: none"> ◆ Selective ◆ 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 surveys various types and situations of oral and written communication. It also explores different themes in contemporary American culture. Students will be asked to provide their own experiences and analyze the cultural values and intercultural differences in communication.</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-Characterizing, 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	1. To explore cultural differences in business in various social and behavioral contexts.	C4	AB
2	2. To recognize the cultural variables in the communication process.	C2	BD
3	3. To develop skills to communicate across cultures in business.	A5	AC

Teaching Objectives, Teaching Methods and Assessment

No.	Teaching Objectives	Teaching Methods	Assessment
1	1. To explore cultural differences in business in various social and behavioral contexts.	Lecture, Discussion	Report, Participation
2	2. To recognize the cultural variables in the communication process.	Lecture, Discussion	Participation
3	3. To develop skills to communicate across cultures in business.	Lecture, Discussion, Simulation, Problem solving	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 / What is culture?	
2	103/02/24 ~ 103/03/02	Developing Intercultural Skills	
3	103/03/03 ~ 103/03/09	Managing First Meetings	Reading: pages 45-60
4	103/03/10 ~ 103/03/16	Communicating Effectively / Project Prospectus Due	Reading: pages 60-78
5	103/03/17 ~ 103/03/23	Managing International Meetings	Reading: pages 79-90
6	103/03/24 ~ 103/03/30	Becoming a Better Listener	Reading: pages 90-107
7	103/03/31 ~ 103/04/06	Off-campus Study (No Class)	
8	103/04/07 ~ 103/04/13	Presenting Across Cultures	Reading: pages 109-121
9	103/04/14 ~ 103/04/20	Writing Emails / Project Paper Due April 21 by 5pm	Reading: pages 121-134
10	103/04/21 ~ 103/04/27	Midterm Exam Week	
11	103/04/28 ~ 103/05/04	Negotiating Across Cultures	Reading: pages 135-147
12	103/05/05 ~ 103/05/11	Managing Conflict	Reading: pages 147-166

13	103/05/12 ~ 103/05/18	Working in an International Team	Reading: pages 167-184
14	103/05/19 ~ 103/05/25	Managing Diversity and Creativity	Reading: pages 184-199
15	103/05/26 ~ 103/06/01	In-Class Presentation / Project Oral Presentation Due	
16	103/06/02 ~ 103/06/08	University Holiday (No Class)	
17	103/06/09 ~ 103/06/15	In-Class Presentation / Project Oral Presentation Due	
18	103/06/16 ~ 103/06/22	Final Exam Week	
Requirement	<p>- All readings must be completed before class on the dates indicated in the syllabus. - All assignments are due on the dates indicated in the syllabus; late works will not be accepted.</p>		
Teaching Facility	Computer		
Textbook(s)	Dignen, B. (2011). Communicating Across Cultures. Cambridge, England: Cambridge University Press. Henry, M.A. (2012). The Simpsons, Satire, and American Culture. DOI: 10.1057/9781137027795		
Reference(s)			
Number of Assignment(s)	3 (Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : 20.0 % ◆ Mark of Usual : % ◆ Midterm Exam : 30.0 % ◆ Final Exam : 30.0 % ◆ Other < Assignments > : 20.0 %		
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/CS/main.php . ※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.		