

Tamkang University Academic Year 103, 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"> ◆ 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 intends to develop students' skills of listening, speaking, reading, and writing in English through a variety of business-related subjects such as learning, performance, resources, leadership, and values. It aims to build 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) :

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|-------------------------|-------------------------------------|---------------------------|
| (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	a. selection procedures at universities, and the strategies used to recruit the most able students b. Focus on vocabulary related to careers and education c. Learn how to successfully expand on points when speaking, by giving reasons d. Learn to write effective cover letters to accompany a CV, when applying for a new job or placement	C3	ABCD
2	a. Look at the pros and cons of IT in the workplace b. Focus on how to compare items, and how to use quantifiers to express degree c. Learn how to make polite requests, including indirect questions, as well as how to respond appropriately d. Focus on telephone conversation skills e. Learn how to write an effective memo	C3	ABCD
3	a. Examine the concept of quality b. Practice a variety of passive forms to talk about machines and their functioning c. Learn how to organize and deliver an effective presentation d. Learn how to write clear procedural instructions	C3	ABCD

4	<p>a.Explore key principles behind building an effective team</p> <p>b.Focus on different personalities within a project team</p> <p>c.Practice using the third conditional structure</p> <p>d.Look at the importance of giving clear and constructive criticism and of recognizing merit when in a managerial position, with particular attention to the message organization, language and delivery used in verbal feedback</p>	C3	ABCD
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Teaching Objectives, Teaching Methods and Assessment

No.	Teaching Objectives	Teaching Methods	Assessment
1	<p>a.selection procedures at universities, and the strategies used to recruit the most able students</p> <p>b.Focus on vocabulary related to careers and education</p> <p>c.Learn how to successfully expand on points when speaking, by giving reasons</p> <p>d.Learn to write effective cover letters to accompany a CV, when applying for a new job or placement</p>	Lecture, Discussion, Practicum, Problem solving	Written test, Practicum, Participation
2	<p>a.Look at the pros and cons of IT in the workplace</p> <p>b.Focus on how to compare items, and how to use quantifiers to express degree</p> <p>c.Learn how to make polite requests, including indirect questions, as well as how to respond appropriately</p> <p>d.Focus on telephone conversation skills</p> <p>e.Learn how to write an effective memo</p>	Lecture, Discussion	Written test, Participation
3	<p>a.Examine the concept of quality</p> <p>b.Practice a variety of passive forms to talk about machines and their functioning</p> <p>c.Learn how to organize and deliver an effective presentation</p> <p>d.Learn how to write clear procedural instructions</p>	Lecture, Discussion, Problem solving	Written test, Participation

4	<p>a.Explore key principles behind building an effective team</p> <p>b.Focus on different personalities within a project team</p> <p>c.Practice using the third conditional structure</p> <p>d.Look at the importance of giving clear and constructive criticism and of recognizing merit when in a managerial position, with particular attention to the message organization, language and delivery used in verbal feedback</p>	Lecture, Discussion, Problem solving	Written test, Participation
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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	103/09/15 ~ 103/09/21	Course introduction; Building a career (Unit 1)	
2	103/09/22 ~ 103/09/28	Building a career (Unit 1)	
3	103/09/29 ~ 103/10/05	Building a career (Unit 1)	
4	103/10/06 ~ 103/10/12	Building a career (Unit 1)	
5	103/10/13 ~ 103/10/19	Building a career (Unit 1); Information (Unit 2)	

6	103/10/20 ~ 103/10/26	Information (Unit 2)	
7	103/10/27 ~ 103/11/02	Information (Unit 2)	
8	103/11/03 ~ 103/11/09	Information (Unit 2)	
9	103/11/10 ~ 103/11/16	Information (Unit 2)	
10	103/11/17 ~ 103/11/23	Midterm Exam Week	
11	103/11/24 ~ 103/11/30	Quality (Unit 3)	
12	103/12/01 ~ 103/12/07	Quality (Unit 3)	
13	103/12/08 ~ 103/12/14	Quality (Unit 3)	
14	103/12/15 ~ 103/12/21	Quality (Unit 3); Feedback (Unit 4)	
15	103/12/22 ~ 103/12/28	Feedback (Unit 4)	
16	103/12/29 ~ 104/01/04	Feedback (Unit 4)	
17	104/01/05 ~ 104/01/11	Feedback (Unit 4)	
18	104/01/12 ~ 104/01/18	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)	The Business 2.0: B2 Upper-intermediate Student' s Book. John Allison and Jeremy Townend with Paul Emmerson. 2nd Edition, Macmillan Education 2013		
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 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.		