

Tamkang University Academic Year 104, 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 is designed to develop students' communication skills of listening, speaking, reading, and writing in English through a variety of business-related subjects such as building a brand, product marketing, product procurement, sales presentation, and quality control. 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) :

- (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	Students will learn and practice upper-intermediate level of speaking and listening skills for business communication.	C3	ABCD

Teaching Objectives, Teaching Methods and Assessment

No.	Teaching Objectives	Teaching Methods	Assessment
1	Students will learn and practice upper-intermediate level of speaking and listening skills for business communication.	Lecture, Discussion, Simulation, Practicum, Problem solving	Written test, Practicum, 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	104/09/14 ~ 104/09/20	Building a brand (Unit 1)	
2	104/09/21 ~ 104/09/27	Building a brand (Unit 1)	
3	104/09/28 ~ 104/10/04	Building a brand (Unit 1)	
4	104/10/05 ~ 104/10/11	Product marketing (Unit 2)	
5	104/10/12 ~ 104/10/18	Product marketing (Unit 2)	
6	104/10/19 ~ 104/10/25	Product marketing (Unit 2)	
7	104/10/26 ~ 104/11/01	Product procurement (Unit 3)	
8	104/11/02 ~ 104/11/08	Product procurement (Unit 3)	
9	104/11/09 ~ 104/11/15	Product procurement (Unit 3); Review 1 (Units 1-3)	
10	104/11/16 ~ 104/11/22	Midterm Exam Week	
11	104/11/23 ~ 104/11/29	Sales presentation (Unit 4)	
12	104/11/30 ~ 104/12/06	Sales presentation (Unit 4)	

13	104/12/07 ~ 104/12/13	Sales presentation (Unit 4)	
14	104/12/14 ~ 104/12/20	Quality control (Unit 5)	
15	104/12/21 ~ 104/12/27	Quality control (Unit 5)	
16	104/12/28 ~ 105/01/03	Quality control (Unit 5)	
17	105/01/04 ~ 105/01/10	Business goals (Unit 6)	
18	105/01/11 ~ 105/01/17	Final Exam Week	
Requirement	<p>(1)Tardiness: Be punctual for class. 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 CAN NOT 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.</p>		
Teaching Facility	Computer		
Textbook(s)	Work Advantage 3 (Concept Practice Reality). Joseph Henley. Cengage Learning Asia Pte Ltd., 2014.		
Reference(s)			
Number of Assignment(s)	(Filled in by assignment instructor only)		
Grading Policy	<p>◆ Attendance : 10.0 % ◆ Mark of Usual : 20.0 % ◆ Midterm Exam : 30.0 % ◆ Final Exam : 40.0 % ◆ Other < > : %</p>		
Note	<p>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 .</p> <p>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</p>		