

## Tamkang University Academic Year 104, 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"> <li>◆ Required</li> <li>◆ One Semester</li> <li>◆ 2 Credits</li> </ul>
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 for students who need to be able to read, interpret and write everything from short emails to long reports in English. It also trains students to become progressively more aware of what makes an effective piece of written communication in English. Throughout the course, guided writing tasks and language focus are integrated, with an aim to building students' confidence in expressing themselves with grammatical accuracy in logically constructed reports.</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	1.Practice introducing a company, and what products/services it offers. 2.Write a letter of introduction.	C3	ABCD
2	1.Practice writing sentences using 'but' and 'however'. 2.Write letters of application.	C3	ABCD
3	1.Practice making direct/indirect statements. 2.Write letters of inquiry.	C3	ABCD
4	1.Learn how to place an order for a product or service. 2.Become familiar with asking for a quotation before placing an order. 3.Find out how to prepare an order for a client.	C3	ABCD
5	1.Learn how to arrange a shipment of goods. 2.Practice using prepositions of time and location. 3.Confirm delivery of a shipment.	C3	ABCD
6	1.Learn the ins and outs of the banking industry. 2.Become familiar with how business loans are arranged. 3.Gain knowledge of terms related to business loans.	C3	ABCD
7	1.Learn how customer complaints are handled. 2.Write a response to a customer complaint.	C3	ABCD
8	1.Learn how to write a business memo properly. 2.Become familiar with the function of memos. 3.Gain knowledge of how to respond confidently to a business memo.	C3	ABCD

Teaching Objectives, Teaching Methods and Assessment

No.	Teaching Objectives	Teaching Methods	Assessment
1	1.Practice introducing a company, and what products/services it offers. 2.Write a letter of introduction.	Lecture, Discussion, Simulation, Practicum	Written test, Practicum, Report, Participation
2	1.Practice writing sentences using 'but' and 'however'. 2.Write letters of application.	Lecture, Discussion, Appreciation, Simulation, Practicum	Written test, Practicum, Report, Participation
3	1.Practice making direct/indirect statements. 2.Write letters of inquiry.	Lecture, Discussion, Simulation, Practicum	Written test, Practicum, Report, Participation
4	1.Learn how to place an order for a product or service. 2.Become familiar with asking for a quotation before placing an order. 3.Find out how to prepare an order for a client.	Lecture, Discussion, Simulation, Practicum	Written test, Practicum, Report, Participation
5	1.Learn how to arrange a shipment of goods. 2.Practice using prepositions of time and location. 3.Confirm delivery of a shipment.	Lecture, Discussion, Simulation, Practicum	Written test, Practicum, Report, Participation
6	1.Learn the ins and outs of the banking industry. 2.Become familiar with how business loans are arranged. 3.Gain knowledge of terms related to business loans.	Lecture, Discussion, Simulation, Practicum	Written test, Practicum, Report, Participation
7	1.Learn how customer complaints are handled. 2.Write a response to a customer complaint.	Lecture, Discussion, Simulation, Practicum	Written test, Practicum, Report, Participation
8	1.Learn how to write a business memo properly. 2.Become familiar with the function of memos. 3.Gain knowledge of how to respond confidently to a business memo.	Lecture, Discussion, Simulation, Practicum	Written test, Practicum, 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	105/02/15 ~ 105/02/21	Introuduction (Unit 1)	
2	105/02/22 ~ 105/02/28	Introuduction (Unit 1)	
3	105/02/29 ~ 105/03/06	Letter of Application (Unit 2)	
4	105/03/07 ~ 105/03/13	Letter of Application (Unit 2)	
5	105/03/14 ~ 105/03/20	Inquiries and Replies (Unit 3)	
6	105/03/21 ~ 105/03/27	Inquiries and Replies (Unit 3)	
7	105/03/28 ~ 105/04/03	Placing an Order (Unit 8)	
8	105/04/04 ~ 105/04/10	HOLIDAY	
9	105/04/11 ~ 105/04/17	Placing an Order (Unit 8)	
10	105/04/18 ~ 105/04/24	Midterm Exam Week	
11	105/04/25 ~ 105/05/01	Transportation Arrangement (Unit 9)	
12	105/05/02 ~ 105/05/08	Transportation Arrangement (Unit 9)	

13	105/05/09 ~ 105/05/15	Banking Affairs (Unit 10)	
14	105/05/16 ~ 105/05/22	Banking Affairs (Unit 10)	
15	105/05/23 ~ 105/05/29	Handling Complaints (Unit 12)	
16	105/05/30 ~ 105/06/05	Handling Complaints (Unit 12)	
17	105/06/06 ~ 105/06/12	Business Memos (Unit 14)	
18	105/06/13 ~ 105/06/19	Final Exam Week	
Requirement	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)	Successful Business Writing 1, Joseph Henley, Cengage Learning Asia Pte Ltd., Taiwan Branch, 2015		
Reference(s)			
Number of Assignment(s)	6 (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 <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>		