

Tamkang University Academic Year 104, 2nd Semester Course Syllabus

Course Title	INTERNATIONAL BUSINESS COMMUNICATION IN ENGLISH	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 quality control, business goals, company performance, business ethics and finances. 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	1.Learn about the importance of quality control. 2.Understand the vital aspects of research and development. 3.Familiarize students with terms related to R&D. 4.Become acquainted with methods of providing feedback.	C3	ABCD
2	1.Learn the importance of market research in achieving the goals of a business. 2.Acquire knowledge of how market research is undertaken. 3.Become familiar with the phenomenon of globalization. 4.Become fluent in the terminology of globalization.	C3	ABCD
3	1.Become familiar with how sales are reported. 2.Discover how profit is made and money is lost in business. 3.Learn to discuss sales down to the smallest detail. 4.Gain knowledge of how expenses may be reduced, and profits increased.	C4	ABCD
4	1.Learn about what constitute social responsibility for a business. 2.Become familiar with the tenets of Corporate Social Responsibility. 3.Familiarize students with the concept of corporate espionage and its consequences. 4.Acquire knowledge of how corporate espionage is undertaken, and how it may be thwarted.	C4	ABCD

5	<p>1.Understand how the banking sector works and is intertwined with the global economy.</p> <p>2.Gain knowledge of how and why banks lend and invest money.</p> <p>3.Learn how a trade business works.</p> <p>4.Become familiar with how trade businesses are set up, and work across international borders.</p>	C4	ABCD
---	---	----	------

Teaching Objectives, Teaching Methods and Assessment

No.	Teaching Objectives	Teaching Methods	Assessment
1	<p>1.Learn about the importance of quality control.</p> <p>2.Understand the vital aspects of research and development.</p> <p>3.Familiarize students with terms related to R&D.</p> <p>4.Become acquainted with methods of providing feedback.</p>	Lecture, Discussion, Simulation, Practicum, Problem solving	Written test, Practicum, Report, Participation
2	<p>1.Learn the importance of market research in achieving the goals of a business.</p> <p>2.Acquire knowledge of how market research is undertaken.</p> <p>3.Become familiar with the phenomenon of globalization.</p> <p>4.Become fluent in the terminology of globalization.</p>	Lecture, Discussion, Simulation, Practicum	Written test, Practicum, Report, Participation
3	<p>1.Become familiar with how sales are reported.</p> <p>2.Discover how profit is made and money is lost in business.</p> <p>3.Learn to discuss sales down to the smallest detail.</p> <p>4.Gain knowledge of how expenses may be reduced, and profits increased.</p>	Lecture, Discussion, Simulation, Practicum, Problem solving	Written test, Practicum, Report, Participation

4	<p>1.Learn about what constitute social responsibility for a business.</p> <p>2.Become familiar with the tenets of Corporate Social Responsibility.</p> <p>3.Familiarize students with the concept of corporate espionage and its consequences.</p> <p>4.Acquire knowledge of how corporate espionage is undertaken, and how it may be thwarted.</p>	Lecture, Discussion, Simulation, Practicum, Problem solving	Written test, Practicum, Report, Participation
5	<p>1.Understand how the banking sector works and is intertwined with the global economy.</p> <p>2.Gain knowledge of how and why banks lend and invest money.</p> <p>3.Learn how a trade business works.</p> <p>4.Become familiar with how trade businesses are set up, and work across international borders.</p>	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	Business goals (Unit 6)	

2	105/02/22 ~ 105/02/28	Business goals (Unit 6)	
3	105/02/29 ~ 105/03/06	Business goals (Unit 6)	
4	105/03/07 ~ 105/03/13	Company basics (Unit 7)	
5	105/03/14 ~ 105/03/20	Company basics (Unit 7)	
6	105/03/21 ~ 105/03/27	Company basics (Unit 7)	
7	105/03/28 ~ 105/04/03	Company performance (Unit 8)	
8	105/04/04 ~ 105/04/10	HOLIDAY	
9	105/04/11 ~ 105/04/17	Company performance (Unit 8)	
10	105/04/18 ~ 105/04/24	Midterm Exam Week	
11	105/04/25 ~ 105/05/01	Company performance (Unit 8)	
12	105/05/02 ~ 105/05/08	Business ethics (Unit 9)	
13	105/05/09 ~ 105/05/15	Business ethics (Unit 9)	
14	105/05/16 ~ 105/05/22	Business ethics (Unit 9)	
15	105/05/23 ~ 105/05/29	Finances (Unit 10)	
16	105/05/30 ~ 105/06/05	Finances (Unit 10)	
17	105/06/06 ~ 105/06/12	Finances (Unit 10)	
18	105/06/13 ~ 105/06/19	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 LearningAsia Pte., Ltd., 2014. [Available at Caves Books Co., Taipei, 敦煌書局有限公司]		
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 %</p> <p>◆ Final Exam : 40.0 %</p> <p>◆ 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>