

Tamkang University Academic Year 104, 2nd Semester Course Syllabus

Course Title	CROSS CULTURAL COMMUNICATION	Instructor	LIN, LI-HUA
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>The course adopts the interactive teaching approach and refers the flipped classroom concept to design the program. We will have field trips or arrange visiting activities to understand the operation and cultural differences of related industry or share their working experiences on intercultural communication.</p> <p>The course divides intercultural communication into 15 topical subjects which is instructed with case studies supplemented with theory and practical applications while focusing on students' participation through presentation, discussion, simulation and role play to provide students with</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	The goal of course is to cultivate the students' ability dealing with the problems of intercultural communication and have a good social relationship.	P6	ABCD

Teaching Objectives, Teaching Methods and Assessment

No.	Teaching Objectives	Teaching Methods	Assessment
1	The goal of course is to cultivate the students' ability dealing with the problems of intercultural communication and have a good social relationship.	Lecture, Discussion, Appreciation, Simulation, Practicum, Visit, Problem solving	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	Introduction-the introduction of courses, organize team, team warm-up, the example of Taiwan multicultural society	
2	105/02/22 ~ 105/02/28	interpersonal relationship and communication-how to let people know you? How to let team members know each other ? How to promote including yourself or your term? The best way for communication, placement marketing 、 interview)	
3	105/02/29 ~ 105/03/06	verbal & non-verbal communication-The concept, differences and importance of verbal & non-verbal communication	
4	105/03/07 ~ 105/03/13	speech or CSR or culture and creative field trip or discussion	
5	105/03/14 ~ 105/03/20	communication skills	
6	105/03/21 ~ 105/03/27	barriers and management to intercultural communication	
7	105/03/28 ~ 105/04/03	term cooperation and encourage staffs case study	

8	105/04/04 ~ 105/04/10	spring holiday	
9	105/04/11 ~ 105/04/17	business communication & etiquette simulation-gift around the world	
10	105/04/18 ~ 105/04/24	Midterm Exam Week	
11	105/04/25 ~ 105/05/01	intercultural communication on sports, art, literal or music	
12	105/05/02 ~ 105/05/08	visiting museum	
13	105/05/09 ~ 105/05/15	intercultural communication on internet	
14	105/05/16 ~ 105/05/22	discuss conflict of legal system and culture-home stay	
15	105/05/23 ~ 105/05/29	festival and food culture - business events, folk events and custom -discussion or wine tasting or cuisine field trip round \$600 fee required	
16	105/05/30 ~ 105/06/05	aboriginal culture -Australian aboriginal culture, Formosa aboriginal culture \ homeless-volunteer homeless in the Australia \ the Gig Issu \ funeral service	
17	105/06/06 ~ 105/06/12	sexes and religious culture \ gender bender, transsexual, the battle of man and woman, superstitious	
18	105/06/13 ~ 105/06/19	Final Exam Week	
Requirement			
Teaching Facility	Computer, Projector		
Textbook(s)	Judith N. Martin, Thomas k. Nakayma, LISA A. Flores," Reading in Intercultural Communication-Experiences and Contexts" Real Business Documents: Real Skills ! Real Samples ! , Cosmos Culture Ltd.		
Reference(s)	Making Presentations in English, Cosmos Culture Ltd. Judith N. Martin & Thomas K. Nakayama, Intercultural Communication in Contexts,		
Number of Assignment(s)	3 (Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : 20.0 % ◆ Mark of Usual : 40.0 % ◆ Midterm Exam : 20.0 % ◆ Final Exam : 20.0 % ◆ Other () : %		

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>
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