

## Tamkang University Academic Year 105, 1st Semester Course Syllabus

Course Title	BUSINESS ESSENTIALS	Instructor	FAN, SU-LING
Course Class	TECBB1A DEPARTMENT OF CIVIL ENGINEERING-DIVISION OF CONSTRUCTION BUSINESS, 1A	Details	◆ Required ◆ One Semester ◆ 3 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			
I . Develop students' ability and knowledge of civil engineering to meet the requirements of employability and further education. II. Enable students to have management knowledge and literacy to meet challenges of workplace. III. Equip students with the information technology skills to strengthen their competitiveness. IV. Develop students' literacy of Literature, Art, Language, History, Society, Politics, Futurology, International Situation, Religious Law, Nature and such general courses to have the understanding of humanity emotions and to proceed on-going development.			
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			
A. Civil Engineering Professional Proficiency. B. Implementation and Information Processing Ability. C. Team collaboration and Knowledge Integration Ability. D. Globalization and Continuous Learning.			
Course Introduction	An introduction to the knowledge body consists of What is Business? The Evolution of Business, Entrepreneurs, Managers, and Employees, Multinational and the Global Environment of Business, Business Ethics and the Legal Environment of Business, Leadership and Management ,The Structure and Culture of a Business Organization, Information Technology and E-Commerce, Sales, Distribution, and Customer Relationship Management, Human Resource Management and etc.		

## 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	Students will be able to interpret in-depth issues such as: how to run a business, how to be a good manager.	C2	CD
2	Students will be able to interpret in-depth issues such as: how to run a business, how to be a good manager.	C3	CD
3	An introduction of business which includes the concept of business, the ethics issues, what small business is, management process, marketing and accounting.	C2	CD

### Teaching Objectives, Teaching Methods and Assessment

No.	Teaching Objectives	Teaching Methods	Assessment
1	Students will be able to interpret in-depth issues such as: how to run a business, how to be a good manager.	Lecture, Discussion, Practicum, Visit	Written test, Practicum, Report, Participation
2	Students will be able to interpret in-depth issues such as: how to run a business, how to be a good manager.	Lecture, Discussion, Practicum	Written test, Practicum, Report, Participation

3	An introduction of business which includes the concept of business, the ethics issues, what small business is, management process, marketing and accounting.	Lecture, Discussion, Problem solving	Report, 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	105/09/12 ~ 105/09/18	課程介紹與規定	
2	105/09/19 ~ 105/09/25	甚麼是企業	
3	105/09/26 ~ 105/10/02	創業家、經理人及員工	
4	105/10/03 ~ 105/10/09	多國企業及商業全球環境	
5	105/10/10 ~ 105/10/16	參訪或演講一	
6	105/10/17 ~ 105/10/23	商業道德與商業法律環境	
7	105/10/24 ~ 105/10/30	報告	
8	105/10/31 ~ 105/11/06	商業中的領導、影響力與溝通	
9	105/11/07 ~ 105/11/13	組織中人與團隊的激勵與管理	

10	105/11/14 ~ 105/11/20	Midterm Exam Week	
11	105/11/21 ~ 105/11/27	資訊科技與電子商務	
12	105/11/28 ~ 105/12/04	銷售、配銷與顧客關係管理	
13	105/12/05 ~ 105/12/11	人力資源管理	
14	105/12/12 ~ 105/12/18	報告	
15	105/12/19 ~ 105/12/25	參訪或演講二	
16	105/12/26 ~ 106/01/01	期末報告	
17	106/01/02 ~ 106/01/08	期末報告	
18	106/01/09 ~ 106/01/15	Final Exam Week	
Requirement	Presentation/Discussion 90: Very Good (Good Content+ Fluency + Pronunciation + Talk to your audience :Voice Line, Energy, Tones, Facial Expression, Gestures) 85: Good (Good Content+ Fluency + Pronunciation ) 80: Okay (Good Content) 70: To be Improved (Fair Content) 60: To be Improved (Incomplete Content) 50: Fail Warnings Attending but not participating (such as using mobile....)		
Teaching Facility	Computer, Projector		
Textbook(s)	企業管理 Nickels & McHugh : Understanding Business		
Reference(s)			
Number of Assignment(s)	(Filled in by assignment instructor only)		
Grading Policy	◆ Attendance :                %    ◆ Mark of Usual :                %    ◆ Midterm Exam :                % ◆ Final Exam :                % ◆ Other 〈課程參與與報告〉 : 100.0 %		
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>		