

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

Course Title	BUSINESS ENGLISH CONVERSATION	Instructor	TSENG, HSIU-MEI
Course Class	TLFBB2A DIVISION OF GLOBAL COMMERCE, DEPARTMENT OF INTERNATIONAL BUSINESS (ENGLISH TAUGHT PROGRAM), 2A	Details	<ul style="list-style-type: none"> <li>◆ Selective</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 offers (1) modern, business-related topics to engage students and involve them in the practice of everyday business communication, (2) an integrated grammar syllabus offering extensive functional practice, and (3) varied activities and learning strategies to motivate and support students in their studies. It aims to build the 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	A. Learn the culture of the workplace and the unwritten rules of behavior in every organization; B. Focus on the vocabulary of organizational structure, roles and responsibilities, and employment; C. Introduce ways of using diplomatic language to deal with difficult meetings; D. Focus on living and working abroad and the use of counseling skills to discuss problems.	C3	AC
2	A. Examine the growth of call centers in the Philippines and describr how the industry has developed and the challenges it faces in the future, and also looks ast the technolog involved in cloud computing; B. Explore a range of vocabulary and expressions for describing problems and dealing with customer service; C. Deal with appropriate language and intonation for a telephone helpline conversation	C3	AC
3	A. Examine the packaging of products from the point of view of manufacturer and consumer; B. Practice describing products and outlining their main features in a product presentation; C. Focus on how to organize and deliver an effective product presentation D. Focus on the features and benefits of consuner products and requires students to write their own production description.	C3	AC

4	<p>A. Explore the ways in which working life has changed in recent years and consider what motivates individuals in their choice of career and how to make more successful decisions;</p> <p>B. Focus on expressions which enable students to discuss activities and performance in the workplace and the effect it has on career development;</p> <p>C. Focus on language and expressions useful for answering questions at a job interview;</p> <p>D. Focus on the content, organization and style of CVs.</p>	C3	AC
---	--	----	----

Teaching Objectives, Teaching Methods and Assessment

No.	Teaching Objectives	Teaching Methods	Assessment
1	<p>A. Learn the culture of the workplace and the unwritten rules of behavior in every organization;</p> <p>B. Focus on the vocabulary of organizational structure, roles and responsibilities, and employment;</p> <p>C. Introduce ways of using diplomatic language to deal with difficult meetings;</p> <p>D. Focus on living and working abroad and the use of counseling skills to discuss problems.</p>	Lecture, Discussion, Practicum, Problem solving	Practicum, Participation
2	<p>A. Examine the growth of call centers in the Philippines and describe how the industry has developed and the challenges it faces in the future, and also look at the technology involved in cloud computing;</p> <p>B. Explore a range of vocabulary and expressions for describing problems and dealing with customer service;</p> <p>C. Deal with appropriate language and intonation for a telephone helpline conversation</p>	Lecture, Discussion, Simulation, Problem solving	Practicum, Participation

3	<p>A. Examine the packaging of products from the point of view of manufacturer and consumer;</p> <p>B. Practice describing products and outlining their main features in a product presentation;</p> <p>C. Focus on how to organize and deliver an effective product presentation</p> <p>D. Focus on the features and benefits of consumer products and requires students to write their own production description.</p>	Lecture, Discussion, Problem solving	Practicum, Participation
4	<p>A. Explore the ways in which working life has changed in recent years and consider what motivates individuals in their choice of career and how to make more successful decisions;</p> <p>B. Focus on expressions which enable students to discuss activities and performance in the workplace and the effect it has on career development;</p> <p>C. Focus on language and expressions useful for answering questions at a job interview;</p> <p>D. Focus on the content, organization and style of CVs.</p>	Lecture, Discussion, Simulation, Problem solving	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	105/09/12~ 105/09/18	Course introduction; Corporate culture (Unit 1)	
2	105/09/19~ 105/09/25	Corporate culture (Unit 1)	
3	105/09/26~ 105/10/02	Corporate culture (Unit 1)	
4	105/10/03~ 105/10/09	Corporate culture (Unit 1)	
5	105/10/10~ 105/10/16	Corporate culture (Unit 1); Customer support (Unit 2)	
6	105/10/17~ 105/10/23	Customer support (Unit 2)	
7	105/10/24~ 105/10/30	Customer support (Unit 2)	
8	105/10/31~ 105/11/06	Customer support (Unit 2)	
9	105/11/07~ 105/11/13	Customer support (Unit 2); Products and packaging (Unit 3)	
10	105/11/14~ 105/11/20	Midterm Exam Week	
11	105/11/21~ 105/11/27	Products and packaging (Unit 3)	
12	105/11/28~ 105/12/04	Products and packaging (Unit 3)	

13	105/12/05 ~ 105/12/11	Products and packaging (Unit 3)	
14	105/12/12 ~ 105/12/18	Careers (Unit 4)	
15	105/12/19 ~ 105/12/25	Careers (Unit 4)	
16	105/12/26 ~ 106/01/01	Careers (Unit 4)	
17	106/01/02 ~ 106/01/08	Careers (Unit 4)	
18	106/01/09 ~ 106/01/15	Final Exam Week	
Requirement	(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 CANNOT pass the course. Show your teacher your Proof of Absence (school bueness, private business, sickness, death in the family) if you cannot come.		
Teaching Facility	Computer		
Textbook(s)	The Business 2.0: Intermediate Student's Book, John Allison with Paul Emmerson. Macmillan Education, 2013. 海學文化事業股份有限公司. Tel: 2365-7838.		
Reference(s)			
Number of Assignment(s)	(Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : 10.0 %    ◆ Mark of Usual : 20.0 %    ◆ Midterm Exam : 30.0 % ◆ Final Exam : 40.0 % ◆ 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>		