

Tamkang University Academic Year 105, 2nd Semester Course Syllabus

Course Title	BUSINESS REPORT WRITING	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"> ◆ Required ◆ One Semester ◆ 2 Credits
<p>Departmental Aim of Education</p>			
<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>			
<p>Departmental core competences</p>			
<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 build 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	Writing emails inquiring about products or services, and requesting catalogues,price lists, and samples	C3	ABCD
2	Writing emails to place orders with the attachment of order forms	C3	ABCD
3	Writing emails to acknowledge orders for goods	C3	ABCD
4	Writing emails to inform the suppliers about payment, and reminding the buyers of late payment	C3	ABCD
5	Writing emails to make complaints about products and services, and suggesting solutions to problems	C3	ABCD
6	Writing emails to respond to complaints	C3	ABCD
7	Writing short memos	C3	ABCD
8	1.Making proposals and responding to proposals; 2.Planning a report, describing graphs and charts, and making recommendations	C3	ABCD

Teaching Objectives, Teaching Methods and Assessment

No.	Teaching Objectives	Teaching Methods	Assessment
1	Writing emails inquiring about products or services, and requesting catalogues,price lists, and samples	Lecture, Discussion, Practicum	Written test, Report, Participation
2	Writing emails to place orders with the attachment of order forms	Lecture, Discussion, Practicum	Written test, Practicum, Report, Participation

3	Writing emails to acknowledge orders for goods	Lecture, Discussion	Written test, Practicum, Report, Participation
4	Writing emails to inform the suppliers about payment, and reminding the buyers of late payment	Lecture, Discussion, Practicum	Written test, Practicum, Report, Participation
5	Writing emails to make complaints about products and services, and suggesting solutions to problems	Lecture, Discussion, Practicum	Written test, Practicum, Report, Participation
6	Writing emails to respond to complaints	Lecture, Discussion	Written test, Practicum, Report, Participation
7	Writing short memos	Lecture, Discussion	Written test, Practicum, Report, Participation
8	1. Making proposals and responding to proposals; 2. Planning a report, describing graphs and charts, and making recommendations	Lecture, Discussion	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	106/02/13 ~ 106/02/19	Course introduction; Group division of the class	

2	106/02/20 ~ 106/02/26	Making inquiries (Unit 6)	
3	106/02/27 ~ 106/03/05	Making inquiries (Unit 6) & Placing orders (Unit 7)	
4	106/03/06 ~ 106/03/12	Placing orders (Unit 7)	
5	106/03/13 ~ 106/03/19	Responding to orders (Unit 8)	
6	106/03/20 ~ 106/03/26	Responding to orders (Unit 8) & Making payment (Unit 9)	
7	106/03/27 ~ 106/04/02	Making payment (Unit 9)	
8	106/04/03 ~ 106/04/09	HOLIDAY	
9	106/04/10 ~ 106/04/16	Complaints (Unit 10)	
10	106/04/17 ~ 106/04/23	Midterm Exam Week	
11	106/04/24 ~ 106/04/30	Complaints (Unit 10) & Interoffice memos (Unit 12)	
12	106/05/01 ~ 106/05/07	Interoffice memos (Unit 12)	
13	106/05/08 ~ 106/05/14	Discussing proposals (Unit 13)	
14	106/05/15 ~ 106/05/21	Reports (Unit 14)	
15	106/05/22 ~ 106/05/28	Reports (Unit 14) & Social situations (Unit 15)	
16	106/05/29 ~ 106/06/04	Social situations (Unit 15)	
17	106/06/05 ~ 106/06/11	Review	
18	106/06/12 ~ 106/06/18	Final Exam Week	
Requirement	<p>(1)Tardiness: Be punctual for class. You will lose points for being late.</p> <p>(2)Absence: You will lose points for being absent.</p> <p>(3)If you are absent for 3 times, you CANNOT pass the class. Show your teacher your Proof of Absence (school business, private business, sickness, death in the family) if you can not come.</p>		
Teaching Facility	Computer		
Textbook(s)	Writing for the Real World (Student Book 2): An Introduction to Business Writing. Roger Barnard, Antoinette Meehan. Oxford University Press, 2005.		
Reference(s)			

Number of Assignment(s)	6 (Filled in by assignment instructor only)
Grading Policy	<ul style="list-style-type: none"> ◆ Attendance : 10.0 % ◆ Mark of Usual : 30.0 % ◆ Midterm Exam : 30.0 % ◆ Final Exam : 30.0 % ◆ 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>