

## Tamkang University Academic Year 105, 2nd Semester Course Syllabus

Course Title	INTERNATIONAL BUSINESS COMMUNICATION IN ENGLISH	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>
<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 intends to develop students' skills of listening, speaking, reading, and writing in English through a variety of business-related subjects such as making deals, company and community, mergers and acquisitions, and international trade. 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.Focus on the ways in which companies are trying to increase sales in real 'bricks-and-mortar' stores by using smartphone technology out to their customers. 2.Focus on key expressions for negotiating and describing the process of a retail transaction 3.Focus on the language and skills needed for successful negotiating 4.Explore the structure and content of a business proposal	C3	ABCD
2	1.Focus on the issues around corporate social responsibility 2.Practice vocabulary in meetings, ethical behavior and social performance 3.Focus on the meaning and use of the passive and reported speech within contexts related to corporate social responsibility 4.Explore appropriate language and behavior at meetings and provides contexts for students to discuss issues of ethical behavior	C3	ABCD
3	1.Explore issues around mergers and acquisitions, and examine the pros and cons of taking over a business and practice making effective presentations using visuals 2.Practice describing business performance, talking about cause and effect, and describing information in graphs 3.Explore ways of presenting information through the use of visuals 4.Explore how to use PowerPoint slides and provides practice through reading and listening in preparing slides for presentations	C3	ABCD

4	<p>1.Explore the theme of international trade and payments, and practice negotiating skills</p> <p>2.Practice verb-noun collocations, phrasal verbs and other vocabulary to do with payments</p> <p>3.Explore the intercultural aspects of negotiating style and practice ways of using language diplomatically in negotiations to achieve a successful outcome</p> <p>4.Explore formal and informal language use in the context of correspondence to do with payments</p>	C3	ABCD
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**Teaching Objectives, Teaching Methods and Assessment**

No.	Teaching Objectives	Teaching Methods	Assessment
1	<p>1.Focus on the ways in which companies are trying to increase sales in real 'bricks-and-mortar' stores by using smartphone technology out to their customers.</p> <p>2.Focus on key expressions for negotiating and describing the process of a retail transaction</p> <p>3.Focus on the language and skills needed for successful negotiating</p> <p>4.Explore the structure and content of a business proposal</p>	Lecture, Discussion, Simulation, Problem solving	Practicum, Participation
2	<p>1.Focus on the issues around corporate social responsibility</p> <p>2.Practice vocabulary in meetings, ethical behavior and social performance</p> <p>3.Focus on the meaning and use of the passive and reported speech within contexts related to corporate social responsibility</p> <p>4.Explore appropriate language and behavior at meetings and provides contexts for students to discuss issues of ethical behavior</p>	Lecture, Discussion	Written test, Practicum, Participation

3	<p>1.Explore issues around mergers and acquisitions, and examine the pros and cons of taking over a business and practice making effective presentations using visuals</p> <p>2.Practice describing business performance, talking about cause and effect, and describing information in graphs</p> <p>3.Explore ways of presenting information through the use of visuals</p> <p>4.Explore how to use PowerPoint slides and provides practice through reading and listening in preparing slides for presentations</p>	Lecture, Discussion, Simulation	Written test, Practicum, Report, Participation
4	<p>1.Explore the theme of internastional trade and payments, and practice negotiating skills</p> <p>2.Practice verb-noun collocations, phrasal verbs and other vocabulary to do with payments</p> <p>3.Explore the intercultural aspects of negotiating style and practice ways of using language diplomatically in negotiations to achieve a successful outcome</p> <p>4.Explore formal and informal language use in the context of correspondence to do with payments</p>	Lecture, Discussion	Written test, 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	106/02/13 ~ 106/02/19	Making deals (Unit 5)	
2	106/02/20 ~ 106/02/26	Making deals (Unit 5)	
3	106/02/27 ~ 106/03/05	Making deals (Unit 5)	
4	106/03/06 ~ 106/03/12	Making deals (Unit 5)	
5	106/03/13 ~ 106/03/19	Company and community (Unit 6)	
6	106/03/20 ~ 106/03/26	Company and community (Unit 6)	
7	106/03/27 ~ 106/04/02	Company and community (Unit 6)	
8	106/04/03 ~ 106/04/09	HOLIDAY	
9	106/04/10 ~ 106/04/16	Company and community (Unit 6)	
10	106/04/17 ~ 106/04/23	Midterm Exam Week	
11	106/04/24 ~ 106/04/30	Mergers and acquisitions (Unit 7)	
12	106/05/01 ~ 106/05/07	Mergers and acquisitions (Unit 7)	

13	106/05/08 ~ 106/05/14	Mergers and acquisitions (Unit 7)	
14	106/05/15 ~ 106/05/21	Mergers and acquisitions (Unit 7)	
15	106/05/22 ~ 106/05/28	International trade (Unit 8)	
16	106/05/29 ~ 106/06/04	International trade (Unit 8)	
17	106/06/05 ~ 106/06/11	International trade (Unit 8)	
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.  (2)Absence: You will lose points for being absent.  (3)If you are absent for 3 times, you CANNOT 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)	The Business 2.0: Intermediaste Student's Book, John Allison with Paul Emmerson, Macmillan Education, 2013.		
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 %  ◆ Final Exam : 40.0 %  ◆ Other &lt; &gt; : %</p>		
Note	<p>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> .</p> <p><b>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</b></p>		