

## Tamkang University Academic Year 106, 1st Semester Course Syllabus

Course Title	FINANCIAL ENGLISH	Instructor	YI-CHENG LIU
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>◆ 3 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>The course presents theory in the context of real, data-driven examples, and then develops intuition to solve Problems. Students gain a practical perspective, seeing how models connect to real-world decisions being made in today' s firms and policy debates.</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	Understanding, Applying, Analyzing	C2	AB

2	<p>1 Cognitive Domain</p> <p>.</p> <p>Breeding professionals with expertise in general International Trade and International Business.</p> <p>B.</p> <p>Consisting of Globalization, Information-Oriented and Future-Oriented education.</p> <p>C.</p> <p>Producing graduates with capability of foreseeing and analyzing the development of Global Economy.</p> <p>D.</p> <p>Breeding professionals with expertise in Marketing and Financial Management</p>	C2	AB
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Teaching Objectives, Teaching Methods and Assessment

No.	Teaching Objectives	Teaching Methods	Assessment
1	Understanding, Applying, Analyzing	Lecture, Discussion, Appreciation, Practicum, Problem solving	Written test, Practicum, Report, Participation

2	<p>1 Cognitive Domain</p> <p>.</p> <p>Breeding professionals with expertise in general International Trade and International Business.</p> <p>B.</p> <p>Consisting of Globalization, Information-Oriented and Future-Oriented education.</p> <p>C.</p> <p>Producing graduates with capability of foreseeing and analyzing the development of Global Economy.</p> <p>D.</p> <p>Breeding professionals with expertise in Marketing and Financial Management</p>	<p>Lecture, Discussion, Appreciation, Practicum, Problem solving</p>	<p>Written test, Practicum, Report, Participation</p>

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	106/09/18~ 106/09/24	CH 17 : Banking and the Management of Financial Institutions	
2	106/09/25~ 106/10/01	CH 17 : Banking and the Management of Financial Institutions	
3	106/10/02~ 106/10/08	CH 17 : Banking and the Management of Financial Institutions	
4	106/10/09~ 106/10/15	CH 19 : Banking Industry : Structure and Competition	
5	106/10/16~ 106/10/22	CH 19 : Banking Industry : Structure and Competition	
6	106/10/23~ 106/10/29	CH 19 : Banking Industry : Structure and Competition	
7	106/10/30~ 106/11/05	CH 20 : The Mutual Fund Industry	
8	106/11/06~ 106/11/12	CH 20 : The Mutual Fund Industry	
9	106/11/13~ 106/11/19	CH 20 : The Mutual Fund Industry	
10	106/11/20~ 106/11/26	Midterm Exam Week	
11	106/11/27~ 106/12/03	CH 21 : Insurance Companies and Pension Fund	

12	106/12/04 ~ 106/12/10	CH 21 : Insurance Companies and Pension Fund	
13	106/12/11 ~ 106/12/17	CH 21 : Insurance Companies and Pension Fund	
14	106/12/18 ~ 106/12/24	CH 21 : Insurance Companies and Pension Fund	
15	106/12/25 ~ 106/12/31	CH 22 : Investment Banks , Security Brokers and Dealers , and Venture Capital Firms	
16	107/01/01 ~ 107/01/07	CH 22 : Investment Banks , Security Brokers and Dealers , and Venture Capital Firms	
17	107/01/08 ~ 107/01/14	CH 22 : Investment Banks , Security Brokers and Dealers , and Venture Capital Firms	
18	107/01/15 ~ 107/01/21	Final Exam Week	
Requirement			
Teaching Facility	Computer, Projector, Other (hand-outs)		
Textbook(s)	Financial Markets and Institutions eighth edition		
Reference(s)			
Number of Assignment(s)	1 (Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : 35.0 %   ◆ Mark of Usual : 20.0 %   ◆ Midterm Exam : 15.0 % ◆ Final Exam : 15.0 % ◆ Other (report) : 15.0 %		
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>		