

## Tamkang University Academic Year 106, 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>
<b>Departmental Aim of Education</b>			
<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>			
<b>Departmental core competences</b>			
<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 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	Students will learn and practice upper intermediate level of English listening, speaking, reading and writing skills for effective future business communication in the workplace.	C3	ABCD

**Teaching Objectives, Teaching Methods and Assessment**

No.	Teaching Objectives	Teaching Methods	Assessment
1	Students will learn and practice upper intermediate level of English listening, speaking, reading and writing skills for effective future business communication in the workplace.	Lecture, Discussion, Simulation	Written test, 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	107/02/26~ 107/03/04	Course introduction; Looking into the future (Unit 5)	
2	107/03/05~ 107/03/11	Looking into the future (Unit 5)	
3	107/03/12~ 107/03/18	Looking into the future (Unit 5)	
4	107/03/19~ 107/03/25	Looking into the future (Unit 5)	
5	107/03/26~ 107/04/01	Developing a career (Unit 6)	
6	107/04/02~ 107/04/08	HOLIDAY	
7	107/04/09~ 107/04/15	Developing a career (Unit 6)	
8	107/04/16~ 107/04/22	Developing a career (Unit 6)	
9	107/04/23~ 107/04/29	Developing a career (Unit 6)	
10	107/04/30~ 107/05/06	Midterm Exam Week	
11	107/05/07~ 107/05/13	Unique selling points (Unit 8)	
12	107/05/14~ 107/05/20	Unique selling points (Unit 8)	

13	107/05/21 ~ 107/05/27	Unique selling points (Unit 8)	
14	107/05/28 ~ 107/06/03	Unique selling points (Unit 8); Customer choice (Unit 10)	
15	107/06/04 ~ 107/06/10	Customer choice (Unit 10)	
16	107/06/11 ~ 107/06/17	Customer choice (Unit 10)	
17	107/06/18 ~ 107/06/24	Customer choice (Unit 10)	
18	107/06/25 ~ 107/07/01	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 class. Show your teacher Proof of Absence (school business 公假, private affairs 事假, sickness病假; death in the family喪假) if you cannot come.		
Teaching Facility	Computer		
Textbook(s)	International Express (Upper-intermediate student's book) 3rd edition. Rachel Appleby and Frances Watkins. Oxford University Press, 2014.		
Reference(s)			
Number of Assignment(s)	(Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : 20.0 %    ◆ Mark of Usual : 20.0 %    ◆ Midterm Exam : 30.0 % ◆ Final Exam : 30.0 % ◆ 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>		