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	◆ Selective ◆ One Semester ◆ 2 Credits

Departmental Aim of Education

Ⅰ. To instill the university motto of "Simplicity, Firmness, Perseverance, and Fulfillment" into students.

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.

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.

Departmental core competences

A. Breeding professionals with expertise in general International Trade and International Business.

B. Consisting of Globalization, Information-Oriented and Future-Oriented education.

C. Producing graduates with capability of foreseeing and analyzing the development of Global Economy.

D. Breeding professionals with expertise in Marketing and Financial Management.

Course Introduction	This course is designed to develop students' communication skills of listening, speaking, reading, and writing in English through a variety of business-related subjects such as Ethical business, Making decisions, Outsourcing, Employees and New businesses. It aims to build students' confidence in expressing themselves correctly and fluently, and enable them to become effective communicators in their future business careers.

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 business English listening, speaking, reading and writing skills for effective 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 business English listening, speaking, reading and writing skills for effective business communication in the workplace.	Lecture, Discussion, Simulation	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	108/02/18 ~ 108/02/24	Ethical business (Unit 5)	
2	108/02/25 ~ 108/03/03	Ethical business (Unit 5)	
3	108/03/04 ~ 108/03/10	Ethical business (Unit 5)	
4	108/03/11 ~ 108/03/17	Ethical business (Unit 5)	
5	108/03/18 ~ 108/03/24	Making decisions (Unit 6)	
6	108/03/25 ~ 108/03/31	Making decisions (Unit 6)	
7	108/04/01 ~ 108/04/07	HOLIDAY	
8	108/04/08 ~ 108/04/14	Making decisions (Unit 6)	
9	108/04/15 ~ 108/04/21	Making decisions (Unit 6); Outsourcing (Unit 7)	
10	108/04/22 ~ 108/04/28	Midterm Exam Week	
11	108/04/29 ~ 108/05/05	Outsourcing (Unit 7)	
12	108/05/06 ~ 108/05/12	Outsourcing (Unit 7)	

13	108/05/13~108/05/19	Outsourcing (Unit 7)	
14	108/05/20~108/05/26	Employees (Unit 8)	
15	108/05/27~108/06/02	Employees (Unit 8)	
16	108/06/03~108/06/09	Employees (Unit 8)	
17	108/06/10~108/06/16	Employees (Unit 8)	
18	108/06/17~108/06/23	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 business private business, sickness, death in the family) if you cannot come.
Teaching Facility	Computer
Textbook(s)	Business Result (Upper-intermediate student's book) 2nd edition. Michael Duckworth, John Hughes & Rebecca Turner. Oxford University Press, 2018.
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 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 . ※ **Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.**