

Tamkang University Academic Year 107, 2nd Semester Course Syllabus

Course Title	ABILITY OF EXPRESSING IN SPOKEN AND WRITTEN CHINESE	Instructor	YEH SZU-WEI
Course Class	TLWXB1A BACHELOR'S PROGRAM IN GLOBAL FINANCIAL MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 1A	Details	<ul style="list-style-type: none"> ◆ Required ◆ One Semester ◆ 2 Credits
Academic Aim of Education			
<p>I. To motivate earnest learning.</p> <p>II. To improve writing ability.</p>			
Schoolwide essential virtues			
<p>A. A global perspective.</p> <p>B. Information literacy.</p> <p>C. A vision for the future.</p> <p>D. Moral integrity.</p> <p>E. Independent thinking.</p> <p>F. A cheerful attitude and healthy lifestyle.</p> <p>G. A spirit of teamwork and dedication.</p> <p>H. A sense of aesthetic appreciation.</p>			
Course Introduction	<p>This course is designed to the students with knowledge and skills based on intellectual property, coping with Chinese speaking environment in Taiwan. The course consists of the justification of policies and regulations among intellectual property, all of which could be provided in two hours lecture each week.</p>		

The Relevance among Teaching Objectives, Objective Levels and Schoolwide essential virtues

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-Characterizing, A6-Implementing

II. The Relevance among Teaching Objectives, Objective Levels and Schoolwide essential virtues :

- (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 Schoolwide essential virtues that correspond to each teaching objective. Each objective may correspond to one or more Schoolwide essential virtues at a time. (For example, if one objective corresponds to three Schoolwide essential virtues: A, AD, and BEF, list all of the three in the box.)

No.	Teaching Objectives	Relevance	
		Objective Levels	Schoolwide essential virtues
1	1. To introduce the practice of digital convergence to the policy-making and rule-making provisions. 2. To understand the logic, process and methodology of the policy-making. 3. To analyze the information and communication policies of related countries in the world, and to analyze the significant issues in Taiwan.	C1	EH

Teaching Objectives, Teaching Methods and Assessment

No.	Teaching Objectives	Teaching Methods	Assessment
1	1. To introduce the practice of digital convergence to the policy-making and rule-making provisions. 2. To understand the logic, process and methodology of the policy-making. 3. To analyze the information and communication policies of related countries in the world, and to analyze the significant issues in Taiwan.	Lecture	Written test, Participation

Course Schedule			
Week	Date	Subject/Topics	Note
1	108/02/18 ~ 108/02/24	Introduction	
2	108/02/25 ~ 108/03/03	Importance of intellectual property in modern life	
3	108/03/04 ~ 108/03/10	Introduction to Patent Law-propose and categories	
4	108/03/11 ~ 108/03/17	Introduction to Patent Law-competent authority and practice	
5	108/03/18 ~ 108/03/24	Patent case study I	
6	108/03/25 ~ 108/03/31	Patent case study II	
7	108/04/01 ~ 108/04/07	Patent case study III	
8	108/04/08 ~ 108/04/14	Introduction to Trade Mark Law-propose and categories	
9	108/04/15 ~ 108/04/21	Introduction to Trade Mark Law-competent authority and practice	
10	108/04/22 ~ 108/04/28	Midterm Exam Week	
11	108/04/29 ~ 108/05/05	Trade Mark case study I	
12	108/05/06 ~ 108/05/12	Trade Mark case study II	
13	108/05/13 ~ 108/05/19	Trade Mark case study III	
14	108/05/20 ~ 108/05/26	Introduction to Copyright Law-propose and categories	
15	108/05/27 ~ 108/06/02	Introduction to Copyright Law-competent authority and practice	
16	108/06/03 ~ 108/06/09	Copyright Case Study I	
17	108/06/10 ~ 108/06/16	Copyright Case Study II	
18	108/06/17 ~ 108/06/23	Final Exam Week	
Requirement	No talking in class No eating in class Any violation above definitely fail the course		
Teaching Facility	Computer, Projector		
Textbook(s)			

Reference(s)	
Number of Assignment(s)	(Filled in by assignment instructor only)
Grading Policy	<p>◆ Attendance : 40.0 % ◆ Mark of Usual : % (Chinese Proficiency Test Included)</p> <p>◆ Midterm Exam : 30.0 % ◆ Final Exam : 30.0 %</p> <p>◆ Other < > : %</p>
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>