

## Tamkang University Academic Year 107, 2nd Semester Course Syllabus

Course Title	INTERNATIONAL TRADE & ENTERPRISES	Instructor	CHEN, MING-HSIANG
Course Class	TRDXB4A DEPARTMENT OF DIPLOMACY AND INTERNATIONAL RELATIONS (ENGLISH-TAUGHT PROGRAM), 4A	Details	<ul style="list-style-type: none"> <li>◆ Selective</li> <li>◆ One Semester</li> <li>◆ 2 Credits</li> </ul>
D e p a r t m e n t a l   A i m   o f   E d u c a t i o n			
<p>To provide students with an understanding of the major theories in diplomacy &amp; international relations and to equip students with practical skills and help them become outstanding members of the diplomatic and international relations community.</p>			
D e p a r t m e n t a l   c o r e   c o m p e t e n c e s			
<p>A. Every student will process essential understanding of theories of international relations.</p> <p>B. Every student will have primary perception of current international issues.</p> <p>C. Every student will become capable of Independent thinking and information processing to further improve international relations.</p> <p>D. Every student will process essential knowledge of participation in governmental &amp; non-governmental affairs.</p> <p>E. Every student will display high-level competence in English.</p>			
Course Introduction	<p>This course provides the students with a thorough understanding of concepts and skills specifically required for running export/import businesses, which can serve as a solid foundation for those who intend to work in trade-related fields after graduation.</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	To provide students with an understanding of the major theories in international trade & enterprises and to equip students with practical skills and help them become outstanding members of the diplomatic and international relations community.	C4	ABCDE

### Teaching Objectives, Teaching Methods and Assessment

No.	Teaching Objectives	Teaching Methods	Assessment
1	To provide students with an understanding of the major theories in international trade & enterprises and to equip students with practical skills and help them become outstanding members of the diplomatic and international relations community.	Lecture, Discussion, Appreciation, Problem solving	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	108/02/18 ~ 108/02/24	An introduction of the course	
2	108/02/25 ~ 108/03/03	An introduction of international trade theory	
3	108/03/04 ~ 108/03/10	International supply chain management	
4	108/03/11 ~ 108/03/17	International logistics infrastructure	
5	108/03/18 ~ 108/03/24	Methods of entry in foreign markets	
6	108/03/25 ~ 108/03/31	International terms of trade	
7	108/04/01 ~ 108/04/07	National Holiday	
8	108/04/08 ~ 108/04/14	International terms of payment	
9	108/04/15 ~ 108/04/21	International commercial documents	
10	108/04/22 ~ 108/04/28	Midterm Exam Week	
11	108/04/29 ~ 108/05/05	WTO and its Challenges	
12	108/05/06 ~ 108/05/12	Taiwan' s participation in global value chains	

13	108/05/13 ~ 108/05/19	Taiwan' s Global Deployment Assistance Measures for Taiwanese Businesses	
14	108/05/20 ~ 108/05/26	Taiwan' s Investment environment and business opportunities	
15	108/05/27 ~ 108/06/02	Graduate Exam Week	
16	108/06/03 ~ 108/06/09	---	
17	108/06/10 ~ 108/06/16	---	
18	108/06/17 ~ 108/06/23	---	
Requirement			
Teaching Facility	Computer, Projector, Other (Speech Screen)		
Textbook(s)	International Logistics: The Management of International Operation, Pierre A. David; Fourth Edition, 2013 , ISBN 978-0-9894906-3-4.		
Reference(s)	The Foreign Trade Practice (國際貿易實務), 蔡緣、翁正恣、劉淑琴編著, 31Edition, Hwa Tai Publishing (華泰文化).		
Number of Assignment(s)	(Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : 20.0 %    ◆ Mark of Usual :        %    ◆ Midterm Exam : 40.0 % ◆ Final Exam : 40.0 % ◆ 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>		