

## Tamkang University Academic Year 108, 1st Semester Course Syllabus

Course Title	BUSINESS ENGLISH CONVERSATION	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>◆ General Course</li> <li>◆ Selective</li> <li>◆ One Semester</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>Subject Departmental core competences</b>			
<p>A. Breeding professionals with expertise in general International Trade and International Business.(ratio:50.00)</p> <p>C. Producing graduates with capability of foreseeing and analyzing the development of Global Economy.(ratio:50.00)</p>			
<b>Subject Schoolwide essential virtues</b>			
<p>1. A global perspective. (ratio:30.00)</p> <p>2. Information literacy. (ratio:10.00)</p> <p>5. Independent thinking. (ratio:40.00)</p> <p>7. A spirit of teamwork and dedication. (ratio:20.00)</p>			
Course Introduction	<p>This course is designed to develop students' communication skills of listening, speaking, reading, and writing in English through a variety of business-related subjects. 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 correspondences between the course's instructional objectives and the cognitive, affective, and psychomotor objectives.**

Differentiate the various objective methods among the cognitive, affective and psychomotor domains of the course's instructional objectives.

I. Cognitive : Emphasis upon the study of various kinds of knowledge in the cognition of the course's veracity, conception, procedures, outcomes, etc.

II. Affective : Emphasis upon the study of various kinds of knowledge in the course's appeal, morals, attitude, conviction, values, etc.

III. Psychomotor: Emphasis upon the study of the course's physical activity and technical manipulation.

No.	Teaching Objectives	objective methods
1	To acquire a competency in oral and written communication skills in business related situations.	Cognitive

The correspondences of teaching objectives : core competences, essential virtues, teaching methods, and assessment

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	AC	1257	Lecture, Discussion, Practicum	Testing, Study Assignments, Discussion(including classroom and online), Practicum, Report(including oral and written), Activity Participation

**Course Schedule**

Week	Date	Course Contents	Note
1	108/09/09 ~ 108/09/15	New Business (Unit 9)	
2	108/09/16 ~ 108/09/22	New Business (Unit 9)	
3	108/09/23 ~ 108/09/29	New Business (Unit 9)	
4	108/09/30 ~ 108/10/06	New Business (Unit 9)	
5	108/10/07 ~ 108/10/13	Entrepreneurs (Viewpoint 3); Communications (Unit 10)	
6	108/10/14 ~ 108/10/20	Communications (Unit 10)	
7	108/10/21 ~ 108/10/27	Communications (Unit 10)	
8	108/10/28 ~ 108/11/03	Communications (Unit 10)	
9	108/11/04 ~ 108/11/10	Communications (Unit 10); Change (Unit 11)	

10	108/11/11 ~ 108/11/17	Midterm Exam Week	
11	108/11/18 ~ 108/11/24	Change (Unit 11)	
12	108/11/25 ~ 108/12/01	Change (Unit 11)	
13	108/12/02 ~ 108/12/08	Change (Unit 11)	
14	108/12/09 ~ 108/12/15	Change (Unit 11); Data (Unit 12)	
15	108/12/16 ~ 108/12/22	Data (Unit 12)	
16	108/12/23 ~ 108/12/29	Data (Unit 12)	
17	108/12/30 ~ 109/01/05	Data (Unit 12)	
18	109/01/06 ~ 109/01/12	Final Exam Week (Date:109/1/3-109/1/9)	
Requirement	<p>(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 CAN NOT pass the class.  Show your teacher your Proof of Absence (school business公假, private business事假, sickness病假, death in the family喪假) if you can not come.</p>		
Teaching Facility	Computer		
Textbooks and Teaching Materials	Business Result: Upper-intermediate Student's Book with Online practice. 2nd Edition, Michael Duckworth, John Hughes & Rebecca Turner, Oxford University Press, 2018.		
References			
Number of Assignment(s)	(Filled in by assignment instructor only)		
Grading Policy	<p>◆ Attendance : 20.0 %   ◆ Mark of Usual : 10.0 %   ◆ Midterm Exam : 30.0 %  ◆ Final Exam : 30.0 %  ◆ Other &lt;1 Dictation test&gt; : 10.0 %</p>		
Note	<p>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> .</p> <p><b>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</b></p>		