

Tamkang University Academic Year 108, 1st Semester Course Syllabus

Course Title	FINANCIAL ENGLISH	Instructor	YI-CHENG LIU
Course Class	TLFBB2A DIVISION OF GLOBAL COMMERCE, DEPARTMENT OF INTERNATIONAL BUSINESS (ENGLISH- TAUGHT PROGRAM), 2A	Details	<ul style="list-style-type: none"> ◆ General Course ◆ Selective ◆ One Semester
Departmental Aim of Education			
<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>			
Subject Departmental core competences			
<p>A. Breeding professionals with expertise in general International Trade and International Business.(ratio:50.00)</p> <p>B. Consisting of Globalization, Information-Oriented and Future-Oriented education. (ratio:50.00)</p>			
Subject Schoolwide essential virtues			
<p>1. A global perspective. (ratio:25.00)</p> <p>2. Information literacy. (ratio:25.00)</p> <p>3. A vision for the future. (ratio:25.00)</p> <p>5. Independent thinking. (ratio:25.00)</p>			
Course Introduction	<p>The course presents theory in the context of real , data-driven examples , and then develops intuition to solve problems. Students gain a practical perspective , seeing how models connect to real-world decisions being made in today's firms and policy debates.</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	<p>A. Breeding professions 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 Professional with expertise in Marketing and Financial Management</p>	Cognitive

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

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	AB	1235	Lecture, Discussion, Experience, Imitation	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	CH11 :Commerical Banks : Industry Overview	
2	108/09/16~ 108/09/22	CH11 :Commerical Banks : Industry Overview	
3	108/09/23~ 108/09/29	CH11 :Commerical Banks : Industry Overview	
4	108/09/30~ 108/10/06	CH11 :Commerical Banks : Industry Overview	
5	108/10/07~ 108/10/13	CH15 :Insurance Companies	

6	108/10/14 ~ 108/10/20	CH15 :Insurance Companies	
7	108/10/21 ~ 108/10/27	CH16 :Securities Firms and Investment Banks	
8	108/10/28 ~ 108/11/03	CH16 :Securities Firms and Investment Banks	
9	108/11/04 ~ 108/11/10	CH16 :Securities Firms and Investment Banks	
10	108/11/11 ~ 108/11/17	Midterm Exam Week	
11	108/11/18 ~ 108/11/24	CH17: Investments Companies	
12	108/11/25 ~ 108/12/01	CH17: Investments Companies	
13	108/12/02 ~ 108/12/08	CH17: Investments Companies	
14	108/12/09 ~ 108/12/15	CH17: Investments Companies	
15	108/12/16 ~ 108/12/22	CH18: Pension Funds	
16	108/12/23 ~ 108/12/29	CH18: Pension Funds	
17	108/12/30 ~ 109/01/05	CH18: Pension Funds	
18	109/01/06 ~ 109/01/12	Final Exam Week (Date:109/1/3-109/1/9)	
Requirement	None		
Teaching Facility	Computer, Projector, Other (handouts)		
Textbooks and Teaching Materials	Saunders: Financial Markets and Institutions 7e/2019		
References			
Number of Assignment(s)	2 (Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : 35.0 % ◆ Mark of Usual : 35.0 % ◆ Midterm Exam : 15.0 % ◆ Final Exam : 15.0 % ◆ 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.		