

Tamkang University Academic Year 108, 1st Semester Course Syllabus

Course Title	CROSS CULTURAL COMMUNICATION	Instructor	I-FANG HO
Course Class	TLFBB3A DIVISION OF GLOBAL COMMERCE, DEPARTMENT OF INTERNATIONAL BUSINESS (ENGLISH TAUGHT PROGRAM), 3A	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:40.00)</p> <p>C. Producing graduates with capability of foreseeing and analyzing the development of Global Economy.(ratio:60.00)</p>			
Subject Schoolwide essential virtues			
<p>1. A global perspective. (ratio:50.00)</p> <p>7. A spirit of teamwork and dedication. (ratio:50.00)</p>			
Course Introduction	By the discussion of culture, this course aims to understand culture and communication.		

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	Understanding culture differences and communication.	Cognitive

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

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	AC	17	Lecture, Discussion	Testing, Discussion(including classroom and online), Report(including oral and written)

Course Schedule

Week	Date	Course Contents	Note
1	108/09/09 ~ 108/09/15	Syllabus	
2	108/09/16 ~ 108/09/22	What is Culture?	
3	108/09/23 ~ 108/09/29	Culture Differences--West vs East	
4	108/09/30 ~ 108/10/06	Culture Introduction-Chinese Culture	
5	108/10/07 ~ 108/10/13	Culture Discussion- Chinese Culture	
6	108/10/14 ~ 108/10/20	Culture Introduction- Japanese Culture	
7	108/10/21 ~ 108/10/27	Culture Discussion- Japanese Culture	
8	108/10/28 ~ 108/11/03	Culture Introduction - Indian Culture	
9	108/11/04 ~ 108/11/10	Culture Discussion- Indian Culture	
10	108/11/11 ~ 108/11/17	Midterm Exam Week	
11	108/11/18 ~ 108/11/24	Culture and Communication: France	

12	108/11/25 ~ 108/12/01	Culture and Communication: UK	
13	108/12/02 ~ 108/12/08	Culture and Communication: Germany	
14	108/12/09 ~ 108/12/15	Culture and Communication: USA	
15	108/12/16 ~ 108/12/22	Culture and Communication: Latin America	
16	108/12/23 ~ 108/12/29	Culture and Communication: Africa	
17	108/12/30 ~ 109/01/05	Other	
18	109/01/06 ~ 109/01/12	Final Exam Week (Date:109/1/3-109/1/9)	
Requirement			
Teaching Facility	Computer, Projector		
Textbooks and Teaching Materials	culture		
References			
Number of Assignment(s)	(Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : 20.0 % ◆ Mark of Usual : 10.0 % ◆ Midterm Exam : 30.0 % ◆ Final Exam : % ◆ Other <presentation> : 40.0 %		
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.		