

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

Course Title	PRACTICAL ENGLISH WRITING I	Instructor	YI-CHIN SHIH
Course Class	TQAXB2B DEPARTMENT OF ENGLISH LANGUAGE AND CULTURE (ENGLISH-TAUGHT PROGRAM), 2B	Details	<ul style="list-style-type: none"> <li>◆ General Course</li> <li>◆ Required</li> <li>◆ One Semester</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			
To develop student's English proficiency and communication skills.			
S u b j e c t   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. The ability to communicate in English.(ratio:80.00)</p> <p>B. The ability to use practical English.(ratio:20.00)</p>			
S u b j e c t   S c h o o l w i d e   e s s e n t i a l   v i r t u e s			
<p>2. Information literacy. (ratio:40.00)</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 helps students know business English, and it covers topics on letter of application, writing a proposal, project management, and so on. Students are expected to improve their English ability, especially business writing.</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	This course helps students know business English, and it covers topics on letter of application, writing a proposal, project management, and so on. Students are expected to improve their English ability, especially business writing.	Cognitive

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

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	AB	257	Lecture, Discussion	Testing, Study Assignments, Discussion(including classroom and online), Report(including oral and written), Activity Participation

**Course Schedule**

Week	Date	Course Contents	Note
1	108/09/09 ~ 108/09/15	Introduction	
2	108/09/16 ~ 108/09/22	Letter of Application	
3	108/09/23 ~ 108/09/29	Inquiries and Replies	
4	108/09/30 ~ 108/10/06	Writing a Proposal	
5	108/10/07 ~ 108/10/13	Project Management	
6	108/10/14 ~ 108/10/20	Arranging Meetings	
7	108/10/21 ~ 108/10/27	Effective Marketing	
8	108/10/28 ~ 108/11/03	Placing an Order	
9	108/11/04 ~ 108/11/10	Transportation Arrangement	

10	108/11/11 ~ 108/11/17	Midterm Exam Week	
11	108/11/18 ~ 108/11/24	Banking Affairs	
12	108/11/25 ~ 108/12/01	Business Travel	
13	108/12/02 ~ 108/12/08	Handling Complaints	
14	108/12/09 ~ 108/12/15	Financial Reports	
15	108/12/16 ~ 108/12/22	Business Memos	
16	108/12/23 ~ 108/12/29	Personal Invitation	
17	108/12/30 ~ 109/01/05	Review	
18	109/01/06 ~ 109/01/12	Final Exam Week (Date:109/1/3-109/1/9)	
Requirement	This syllabus is tentative and subject to change.		
Teaching Facility	Computer, Projector		
Textbooks and Teaching Materials	Henley, Joseph. Successful Business Writing. Taiwan: Cengage Learning, 2015.		
References			
Number of Assignment(s)	4 (Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : 15.0 %   ◆ Mark of Usual : 15.0 %   ◆ Midterm Exam : 15.0 % ◆ Final Exam : 15.0 % ◆ Other (assignments) : 40.0 %		
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>		