

Tamkang University Academic Year 108, 2nd Semester Course Syllabus

Course Title	INTERNATIONAL BUSINESS COMMUNICATION IN ENGLISH	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"> ◆ 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>B. Consisting of Globalization, Information-Oriented and Future-Oriented education. (ratio:10.00)</p> <p>C. Producing graduates with capability of foreseeing and analyzing the development of Global Economy.(ratio:40.00)</p> <p>D. Breeding professionals with expertise in Marketing and Financial Management.(ratio:10.00)</p>			
Subject Schoolwide essential virtues			
<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 topics such as Social media marketing, Culture, Performance, Career Breaks, and Career perceptions. 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>
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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	ABCD	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	109/03/02 ~ 109/03/08	Course introduction	
2	109/03/09 ~ 109/03/15	Social media marketing (Viewpoint 4)	
3	109/03/16 ~ 109/03/22	Social media marketing (Viewpoint 4); Culture (Unit 13)	

4	109/03/23 ~ 109/03/29	Culture (Unit 13)	
5	109/03/30 ~ 109/04/05	Culture (Unit 13)	
6	109/04/06 ~ 109/04/12	Culture (Unit 13)	
7	109/04/13 ~ 109/04/19	Performance (Unit 14)	
8	109/04/20 ~ 109/04/26	Performance (Unit 14)	
9	109/04/27 ~ 109/05/03	Midterm Exam Week	
10	109/05/04 ~ 109/05/10	Performance (Unit 14)	
11	109/05/11 ~ 109/05/17	Performance (Unit 14); Career breaks (Unit 15)	
12	109/05/18 ~ 109/05/24	Career breaks (Unit 15)	
13	109/05/25 ~ 109/05/31	Career breaks (Unit 15)	
14	109/06/01 ~ 109/06/07	Career breaks (Unit 15)	
15	109/06/08 ~ 109/06/14	Career perceptions (Viewpoint 5)	
16	109/06/15 ~ 109/06/21	Career perceptions (Viewpoint 5); Customer choice (Unit 10)--International Express (Upper-intermediate)	
17	109/06/22 ~ 109/06/28	Final Exam Week (Date:109/6/18-109/6/24)	
18	109/06/29 ~ 109/07/05	Supplementary teaching: Customer choice (Unit 10)--International Express (Upper-intermediate)	
Requirement	<p>(1) Tardiness: Be punctual for class. You will lose points for being late.</p> <p>(2) Absence: You will lose points for being absent.</p> <p>(3) If you are absent from class for 3 times, you CANNOT pass the class. Show your teacher your proof of Absence (school business 公假, private affairs 事假, sickness 病假, death in the family 喪假) if you cannot come.</p>		
Teaching Facility	Computer		
Textbooks and Teaching Materials	Business Result: Upper-intermediate Students' Book with online practice. 2 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 : 20.0 % ◆ Midterm Exam : 30.0 %</p> <p>◆ Final Exam : 30.0 %</p> <p>◆ Other () : %</p>
Note	<p>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.</p> <p>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</p>