

Tamkang University Academic Year 109, 1st Semester Course Syllabus

Course Title	BUSINESS ENGLISH CONVERSATION	Instructor	AN-CHI WU
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>C. Producing graduates with capability of foreseeing and analyzing the development of Global Economy.(ratio:50.00)</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 help students further improve their ability to communicate in English in a wide range of business and business-related situations. It also helps students develop the necessary knowledge and skills to succeed in business.</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	1.To develop the students' speaking skills. 2.To enhance the student to use social and professional language.	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), Report(including oral and written)

Course Schedule

Week	Date	Course Contents	Note
1	109/09/14 ~ 109/09/20	Introduction	
2	109/09/21 ~ 109/09/27	Unit 1: Organisation	
3	109/09/28 ~ 109/10/04	Holiday: Mid-Autumn Festival	No Class
4	109/10/05 ~ 109/10/11	Unit 1: Organisation	
5	109/10/12 ~ 109/10/18	Unit 2: Brands	
6	109/10/19 ~ 109/10/25	Unit 2: Brands	
7	109/10/26 ~ 109/11/01	Unit 3: Job Hunting	
8	109/11/02 ~ 109/11/08	Unit 3: Job Hunting	
9	109/11/09 ~ 109/11/15	In-class Midterm Exam	
10	109/11/16 ~ 109/11/22	Midterm Exam Week	

11	109/11/23 ~ 109/11/29	Unit 4: Business Strategy	
12	109/11/30 ~ 109/12/06	Unit 4: Business Strategy	
13	109/12/07 ~ 109/12/13	Unit 5: Logistic	
14	109/12/14 ~ 109/12/20	Unit 5: Logistic	
15	109/12/21 ~ 109/12/27	Unit 6: Entrepreneurs	
16	109/12/28 ~ 110/01/03	Unit 6: Entrepreneurs	
17	110/01/04 ~ 110/01/10	In-class Final Exam	
18	110/01/11 ~ 110/01/17	Final Exam Week	
Requirement	1. Classroom activities may include lectures, individual presentations, group discussions, and pair works. 2. A student should not be absent more than 3 times.		
Teaching Facility	Computer, Projector		
Textbooks and Teaching Materials	Business Partner B1+ Coursebook, by Lowonna Dubicka/ Margaret O'Keefe/ Bob Dignen.		
References			
Number of Assignment(s)	2 (Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : 20.0 % ◆ Mark of Usual : 40.0 % ◆ Midterm Exam : 20.0 % ◆ Final Exam : 20.0 % ◆ 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.		