

Tamkang University Academic Year 109, 1st Semester Course Syllabus

Course Title	BUSINESS REPORT WRITING	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 ◆ Required ◆ 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:20.00)</p> <p>C. Producing graduates with capability of foreseeing and analyzing the development of Global Economy.(ratio:10.00)</p> <p>D. Breeding professionals with expertise in Marketing and Financial Management.(ratio:30.00)</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>This course is designed for students who need to be able to read, interpret and write everything from short memos to longer reports in English. It also encourages students to become progressively more aware of what makes an effective piece of written communication in English. Throughout the course, guided writing tasks and language focus are integrated, with an aim to building students' confidence in expressing themselves with grammatical accuracy in logically constructed reports.</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	<p>A. Breeding professionals 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 professionals 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	ABCD	1235	Lecture, Discussion, Practicum, Experience	Testing, Study Assignments, Discussion(including classroom and online), Practicum, Report(including oral and written), Activity Participation

Course Schedule

Week	Date	Course Contents	Note
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1	109/09/14 ~ 109/09/20	Article 1: Shopify	
2	109/09/21 ~ 109/09/27	Article 2: Zoom	
3	109/09/28 ~ 109/10/04	Article 3: Largan Precision Co.	
4	109/10/05 ~ 109/10/11	Article 4: Quibi	
5	109/10/12 ~ 109/10/18	Article 5	
6	109/10/19 ~ 109/10/25	Article 6	
7	109/10/26 ~ 109/11/01	Article 7	
8	109/11/02 ~ 109/11/08	Article 8	
9	109/11/09 ~ 109/11/15	Article 9	
10	109/11/16 ~ 109/11/22	Midterm Exam Week	
11	109/11/23 ~ 109/11/29	Article 10	
12	109/11/30 ~ 109/12/06	Article 11	
13	109/12/07 ~ 109/12/13	Article 12	
14	109/12/14 ~ 109/12/20	Article 13	
15	109/12/21 ~ 109/12/27	Article 14	
16	109/12/28 ~ 110/01/03	Article 15	
17	110/01/04 ~ 110/01/10	Article 16	
18	110/01/11 ~ 110/01/17	Final Exam Week	
Requirement	None		
Teaching Facility	Computer, Projector, Other (handouts)		
Textbooks and Teaching Materials	None		
References			

Number of Assignment(s)	(Filled in by assignment instructor only)
Grading Policy	<p>◆ Attendance : 35.0 % ◆ Mark of Usual : 35.0 % ◆ Midterm Exam : 15.0 %</p> <p>◆ Final Exam : 15.0 %</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>