

## Tamkang University Academic Year 109, 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	109/09/14 ~ 109/09/20	Introduction	
2	109/09/21 ~ 109/09/27	Letter of Application	
3	109/09/28 ~ 109/10/04	Inquiries and Replies	
4	109/10/05 ~ 109/10/11	Writing a Proposal	
5	109/10/12 ~ 109/10/18	Project Management	
6	109/10/19 ~ 109/10/25	Arranging Meetings	
7	109/10/26 ~ 109/11/01	Effective Marketing	
8	109/11/02 ~ 109/11/08	Placing an Order	
9	109/11/09 ~ 109/11/15	Transportation Arrangement	

10	109/11/16 ~ 109/11/22	Midterm Exam Week	
11	109/11/23 ~ 109/11/29	Banking Affairs	
12	109/11/30 ~ 109/12/06	Business Travel	
13	109/12/07 ~ 109/12/13	Handling Complaints	
14	109/12/14 ~ 109/12/20	Financial Reports	
15	109/12/21 ~ 109/12/27	Business Memos	
16	109/12/28 ~ 110/01/03	Personal Invitation	
17	110/01/04 ~ 110/01/10	Review	
18	110/01/11 ~ 110/01/17	Final Exam Week	
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>		