

## Tamkang University Academic Year 109, 1st Semester Course Syllabus

Course Title	ABILITY OF EXPRESSING IN SPOKEN AND WRITTEN CHINESE	Instructor	YEH SZU-WEI
Course Class	TQTXB1A DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 1A	Details	<ul style="list-style-type: none"> <li>◆ General Course</li> <li>◆ Required</li> <li>◆ One Semester</li> </ul>
<b>Departmental Aim of Education</b>			
<p>I. To motivate earnest learning.</p> <p>II. To improve writing ability.</p>			
<b>Subject Schoolwide essential virtues</b>			
<p>5. Independent thinking. (ratio:50.00)</p> <p>8. A sense of aesthetic appreciation. (ratio:50.00)</p>			
<b>Course Introduction</b>	<p>This course is designed to the students with knowledge and skills based on intellectual property, coping with Chinese speaking environment in Taiwan. The course consists of the justification of policies and regulations among intellectual property, all of which could be provided in two hours lecture each week.</p>		
<p><b>The correspondences between the course's instructional objectives and the cognitive, affective, and psychomotor objectives.</b></p> <p>Differentiate the various objective methods among the cognitive, affective and psychomotor domains of the course's instructional objectives.</p> <p>I. Cognitive : Emphasis upon the study of various kinds of knowledge in the cognition of the course's veracity, conception, procedures, outcomes, etc.</p> <p>II.Affective : Emphasis upon the study of various kinds of knowledge in the course's appeal, morals, attitude, conviction, values, etc.</p> <p>III.Psychomotor: Emphasis upon the study of the course's physical activity and technical manipulation.</p>			
No.	Teaching Objectives	objective methods	

1	<p>1. To introduce the practice of digital convergence to the policy-making and rule-making provisions.</p> <p>2. To understand the logic, process and methodology of the policy-making.</p> <p>3. To analyze the information and communication policies of related countries in the world, and to analyze the significant issues in Taiwan.</p>	Cognitive
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The correspondences of teaching objectives : core competences, essential virtues, teaching methods, and assessment

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1		58	Lecture	Testing, Discussion(including classroom and online)

### Course Schedule

Week	Date	Course Contents	Note
1	109/09/14 ~ 109/09/20	Introduction	
2	109/09/21 ~ 109/09/27	Importance of intellectual property in modern life	
3	109/09/28 ~ 109/10/04	Introduction to Patent Law-propose and categories	
4	109/10/05 ~ 109/10/11	Introduction to Patent Law-competent authority and practice	
5	109/10/12 ~ 109/10/18	Patent case study I	
6	109/10/19 ~ 109/10/25	Patent case study II	
7	109/10/26 ~ 109/11/01	Patent case study III	
8	109/11/02 ~ 109/11/08	Introduction to Trade Mark Law-propose and categories	
9	109/11/09 ~ 109/11/15	Introduction to Trade Mark Law-competent authority and practice	
10	109/11/16 ~ 109/11/22	Midterm Exam Week	
11	109/11/23 ~ 109/11/29	Trade Mark case study I	
12	109/11/30 ~ 109/12/06	Trade Mark case study II	
13	109/12/07 ~ 109/12/13	Trade Mark case study III	
14	109/12/14 ~ 109/12/20	Introduction to Copyright Law-propose and categories	

15	109/12/21 ~ 109/12/27	Introduction to Copyright Law-competent authority and practice	
16	109/12/28 ~ 110/01/03	Copyright Case Study I	
17	110/01/04 ~ 110/01/10	Copyright Case Study II	
18	110/01/11 ~ 110/01/17	Final Exam Week	
Requirement	No talking in class No eating in class Any violation above definitely fail the course		
Teaching Facility	Computer, Projector		
Textbooks and Teaching Materials			
References			
Number of Assignment(s)	(Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : 40.0 %    ◆ Mark of Usual :        % (Chinese Proficiency Test Included) ◆ Midterm Exam : 30.0 %    ◆ Final Exam : 30.0 % ◆ Other <   > :        %		
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>		