

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

Course Title	ENGLISH CONVERSATION	Instructor	TSENG, HSIU-MEI
Course Class	TLFBB3A DIVISION OF GLOBAL COMMERCE, DEPARTMENT OF INTERNATIONAL BUSINESS (ENGLISH TAUGHT PROGRAM), 3A	Details	<ul style="list-style-type: none"> <li>◆ General Course</li> <li>◆ Selective</li> <li>◆ 1st Semester</li> </ul>
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 develop students' speaking, listening, and writing skills in English in a variety of daily situations such as International marketing, Building relationships, Success, Job satisfaction, and Risk. It aims to build students' confidence in expressing themselves correctly and fluently, and enables them to become effective communicators in their future business careers.</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	Students will learn and practice upper intermediate level of English listening, speaking, reading and writing skills for effective daily communication.	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, Imitation	Testing, Study Assignments, Discussion(including classroom and online), Practicum, Report(including oral and written), Activity Participation

**Course Schedule**

Week	Date	Course Contents	Note
1	109/09/14 ~ 109/09/20	Course introduction; Internatioanal marketing (Unit 2)	
2	109/09/21 ~ 109/09/27	Internatioanal marketing (Unit 2)	
3	109/09/28 ~ 109/10/04	HOLIDAY	
4	109/10/05 ~ 109/10/11	Internatioanal marketing (Unit 2)	
5	109/10/12 ~ 109/10/18	Internatioanal marketing (Unit 2); Building relationships (Unit 3)	
6	109/10/19 ~ 109/10/25	Building relationships (Unit 3)	
7	109/10/26 ~ 109/11/01	Building relationships (Unit 3)	
8	109/11/02 ~ 109/11/08	Building relationships (Unit 3); Success (Unit 4)	
9	109/11/09 ~ 109/11/15	Success (Unit 4)	

10	109/11/16~ 109/11/22	Midterm Exam Week	
11	109/11/23~ 109/11/29	Success (Unit 4)	
12	109/11/30~ 109/12/06	Success (Unit 4)	
13	109/12/07~ 109/12/13	Job satisfaction (Unit 5)	
14	109/12/14~ 109/12/20	Job satisfaction (Unit 5)	
15	109/12/21~ 109/12/27	Job satisfaction (Unit 5)	
16	109/12/28~ 110/01/03	Risk (Unit 6)	
17	110/01/04~ 110/01/10	Risk (Unit 6)	
18	110/01/11~ 110/01/17	Final Exam Week	
Requirement	<p>(1) Tardiness: Be punctual for class. You will lose points for being late.  (2) Absence: You will lose points for being absent from class.  (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	Market Leader: Upper-intermediate Business English Course Book, 3rd Edition Extra. David Cotton, David Falvey, Simon Kent. Pearson Education Limited. 2016.		
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 %  ◆ Final Exam : 30.0 %  ◆ Other ( ) : %</p>		
Note	<p>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> .</p> <p><b>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</b></p>		