

Tamkang University Academic Year 109, 2nd Semester Course Syllabus

Course Title	INTERNATIONAL BUSINESS COMMUNICATION IN ENGLISH	Instructor	AN-CHI WU
Course Class	TLFBB2A DIVISION OF GLOBAL COMMERCE, DEPARTMENT OF INTERNATIONAL BUSINESS (ENGLISH-TAUGHT PROGRAM), 2A	Details	◆ General Course ◆ Selective ◆ One Semester
Relevance to SDGs	SDG11 Sustainable cities and communities		
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			
I . To instill the university motto of "Simplicity, Firmness, Perseverance, and Fulfillment" into students. 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. 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.			
Subject Departmental core competences			
A. Breeding professionals with expertise in general International Trade and International Business.(ratio:40.00) B. Consisting of Globalization, Information-Oriented and Future-Oriented education. (ratio:10.00) C. Producing graduates with capability of foreseeing and analyzing the development of Global Economy.(ratio:40.00) D. Breeding professionals with expertise in Marketing and Financial Management.(ratio:10.00)			
Subject Schoolwide essential virtues			
1. A global perspective. (ratio:30.00) 2. Information literacy. (ratio:10.00) 5. Independent thinking. (ratio:40.00) 7. A spirit of teamwork and dedication. (ratio:20.00)			

Course Introduction	The purpose of the course is to give an introduction to international business communication. It helps students further improve their ability to communicate in English in a wide range of business and business-related situations. Students will increase vocabulary and practice using Business English in business situations in meetings, presentations or negotiations.			
<p align="center">The correspondences between the course's instructional objectives and the cognitive, affective, and psychomotor objectives.</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	1.To help students develop speaking skills through group and individual presentations. 2.To enhance the student to use social and professional language. 3.To help students develop the necessary knowledge and skills to succeed in business.			Cognitive
The correspondences of teaching objectives : core competences, essential virtues, teaching methods, and assessment				
No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	ABCD	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	110/02/22 ~ 110/02/28	Introduction, Effective Business Communication		
2	110/03/01 ~ 110/03/07	Bridge Holiday: 228 Memorial Day		No Class

3	110/03/08 ~ 110/03/14	Corporate Culture and Business Strategy	
4	110/03/15 ~ 110/03/21	Meetings and Discussions	
5	110/03/22 ~ 110/03/28	Entrepreneurs	
6	110/03/29 ~ 110/04/04	Spring Break	No Class
7	110/04/05 ~ 110/04/11	Holiday: Tomb-Sweeping Festival	No Class
8	110/04/12 ~ 110/04/18	Leadership	
9	110/04/19 ~ 110/04/25	Leadership	
10	110/04/26 ~ 110/05/02	Midterm Exam Week	
11	110/05/03 ~ 110/05/09	Working abroad	
12	110/05/10 ~ 110/05/16	Working abroad	
13	110/05/17 ~ 110/05/23	Making Deals: Negotiating and Retailing	
14	110/05/24 ~ 110/05/30	Making Deals: Negotiating and Retailing	
15	110/05/31 ~ 110/06/06	Business Presentations	
16	110/06/07 ~ 110/06/13	Business Presentations	
17	110/06/14 ~ 110/06/20	Holiday: The Dragon Boat Festival	No Class
18	110/06/21 ~ 110/06/27	Final Exam Week	
Requirement	<p>Students are expected to:</p> <ol style="list-style-type: none"> 1. attend each class and be punctual. 2. participate actively in all in-class activities and discussions. 3. submit all compulsory assignments on the due date. 4. attend midterm and final examinations. <p>Two unexcused absences will lead to an immediate failure of the course. This syllabus is subject to change based on the needs of the class.</p>		
Teaching Facility	Computer, Projector		
Textbooks and Teaching Materials	Business Partner B1+ Coursebook, by Lowonna Dubicka, Marjorie Rosenberg, Bob Dignen		
References			

Number of Assignment(s)	4 (Filled in by assignment instructor only)
Grading Policy	<p>◆ Attendance : 20.0 % ◆ Mark of Usual : 40.0 % ◆ Midterm Exam : 20.0 %</p> <p>◆ Final Exam : 20.0 %</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>