

## Tamkang University Academic Year 109, 2nd Semester Course Syllabus

Course Title	INTERNATIONAL BUSINESS: A MANAGERIAL PERSPECTIVE	Instructor	TSENG, HSIU-MEI
Course Class	TLFBB4A DIVISION OF GLOBAL COMMERCE, DEPARTMENT OF INTERNATIONAL BUSINESS (ENGLISH-TAUGHT PROGRAM), 4A	Details	<ul style="list-style-type: none"> <li>◆ General Course</li> <li>◆ Selective</li> <li>◆ One Semester</li> </ul>
Relevance to SDGs	<p>SDG8 Decent work and economic growth</p> <p>SDG9 Industry, Innovation, and Infrastructure</p>		
<b>Departmental Aim of Education</b>			
<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>			
<b>Subject Departmental core competences</b>			
<p>A. Breeding professionals with expertise in general International Trade and International Business.(ratio:35.00)</p> <p>B. Consisting of Globalization, Information-Oriented and Future-Oriented education. (ratio:10.00)</p> <p>C. Producing graduates with capability of foreseeing and analyzing the development of Global Economy.(ratio:35.00)</p> <p>D. Breeding professionals with expertise in Marketing and Financial Management.(ratio:20.00)</p>			
<b>Subject Schoolwide essential virtues</b>			
<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>			

<b>Course Introduction</b>	This course is designed to develop students' awareness and application of essential business management techniques to delve into the current various business industries through the four communication skills of English language study.
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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	Students will learn from business practice lessons that contain case study on a wide range of companies and industry sectors, such as Nokia, Dell, Havaianas, Grameen Bank, and the Russian oil industry.	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, Discussion(including classroom and online)

**Course Schedule**

Week	Date	Course Contents	Note
1	110/02/22 ~ 110/02/28	Course introduction; Culture and its impact (Unit 1)	
2	110/03/01 ~ 110/03/07	HOLIDAY	
3	110/03/08 ~ 110/03/14	Culture and its impact (Unit 1)	
4	110/03/15 ~ 110/03/21	Culture and its impact (Unit 1)	

5	110/03/22 ~ 110/03/28	Culture and its impact (Unit 1); Technology and business (Unit 2)	
6	110/03/29 ~ 110/04/04	HOLIDAY	
7	110/04/05 ~ 110/04/11	HOLIDAY	
8	110/04/12 ~ 110/04/18	Technology and business (Unit 2)	
9	110/04/19 ~ 110/04/25	Technology and business (Unit 2)	
10	110/04/26 ~ 110/05/02	Midterm Exam Week	
11	110/05/03 ~ 110/05/09	Motivation (Unir 3)	
12	110/05/10 ~ 110/05/16	Motivation (Unir 3)	
13	110/05/17 ~ 110/05/23	Human resources (Unit 4)	
14	110/05/24 ~ 110/05/30	Human resources (Unit 4)	
15	110/05/31 ~ 110/06/06	Graduate Exam Week	
16	110/06/07 ~ 110/06/13	---	
17	110/06/14 ~ 110/06/20	---	
18	110/06/21 ~ 110/06/27	---	
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 course. Show your teacher your proof of Absence (school business, private affairs, sickness, death in the family if you CANNOT come.</p>		
Teaching Facility	Computer		
Textbooks and Teaching Materials	Business Advantage (Student's Book, Intermediate), Michael Handford, Martin Lisboa, Almut Koester, and Angela Pitt, Cambridge University Press. 2012		
References			
Number of Assignment(s)	(Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : 20.0 %    ◆ Mark of Usual : 20.0 %    ◆ Midterm Exam : 30.0 % ◆ Final Exam : 30.0 % ◆ Other ( ) : %		

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>
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