

Tamkang University Academic Year 109, 2nd Semester Course Syllabus

Course Title	INTRODUCTION OF NEW AND HIGH TECHNOLOGY INDUSTRY	Instructor	CHIYANG CHOU
Course Class	TLFBB4A DIVISION OF GLOBAL COMMERCE, DEPARTMENT OF INTERNATIONAL BUSINESS (ENGLISH-TAUGHT PROGRAM), 4A	Details	<ul style="list-style-type: none"> ◆ General Course ◆ Selective ◆ One Semester
Relevance to SDGs	<p>SDG8 Decent work and economic growth</p> <p>SDG9 Industry, Innovation, and Infrastructure</p> <p>SDG11 Sustainable cities and communities</p> <p>SDG12 Responsible consumption and production</p>		
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>B. Consisting of Globalization, Information-Oriented and Future-Oriented education. (ratio:60.00)</p> <p>C. Producing graduates with capability of foreseeing and analyzing the development of Global Economy.(ratio:40.00)</p>			
Subject Schoolwide essential virtues			
<p>1. A global perspective. (ratio:30.00)</p> <p>3. A vision for the future. (ratio:20.00)</p> <p>5. Independent thinking. (ratio:50.00)</p>			

Course Introduction	<p>This course will study what high-tech companies are and understand the differences between a high-tech industry and a traditional industry. It is also appropriate for people interested in the tech industry. This course will cover trends in the technology sector and a number of real word business cases.</p>
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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 the following in this course: (1) how to manage innovation, (2) critical success factors in high-tech industry (3) talent management in high-tech industry	Cognitive

The correspondences of teaching objectives : core competences, essential virtues, teaching methods, and assessment

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	BC	135	Lecture, Discussion	Testing, Study Assignments, Discussion(including classroom and online)

Course Schedule

Week	Date	Course Contents	Note
1	110/02/22 ~ 110/02/28	Course Introduction	
2	110/03/01 ~ 110/03/07	Industry Analysis Tools (1)	
3	110/03/08 ~ 110/03/14	Industry Analysis Tools (2)	
4	110/03/15 ~ 110/03/21	Pharmaceuticals and biotech	

5	110/03/22 ~ 110/03/28	Agri-food	
6	110/03/29 ~ 110/04/04	Aerospace	
7	110/04/05 ~ 110/04/11	Renewal Energy	
8	110/04/12 ~ 110/04/18	Semiconductor (1)	
9	110/04/19 ~ 110/04/25	Semiconductor (2)	
10	110/04/26 ~ 110/05/02	Midterm Exam Week	
11	110/05/03 ~ 110/05/09	Internet and AI (1)	
12	110/05/10 ~ 110/05/16	Internet and AI (2)	
13	110/05/17 ~ 110/05/23	Plantform Business	
14	110/05/24 ~ 110/05/30	Smart Transportation	
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			
Teaching Facility		Computer, Projector	
Textbooks and Teaching Materials			
References			
Number of Assignment(s)		(Filled in by assignment instructor only)	
Grading Policy		◆ Attendance : 15.0 % ◆ Mark of Usual : 15.0 % ◆ Midterm Exam : 35.0 % ◆ Final Exam : 35.0 % ◆ Other () : %	

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>
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