

Tamkang University Academic Year 109, 2nd Semester Course Syllabus

Course Title	INTERNATIONAL TRADE & ENTERPRISES	Instructor	CHEN, MING-HSIANG
Course Class	TRDXB4A DEPARTMENT OF DIPLOMACY AND INTERNATIONAL RELATIONS (ENGLISH-TAUGHT PROGRAM), 4A	Details	<ul style="list-style-type: none"> ◆ General Course ◆ Selective ◆ One Semester
Relevance to SDGs	SDG9 Industry, Innovation, and Infrastructure		
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			
To provide students with an understanding of the major theories in diplomacy & international relations and to equip students with practical skills and help them become outstanding members of the diplomatic and international relations community.			
Subject Departmental core competences			
<p>A. Every student will process essential understanding of theories of international relations. (ratio:20.00)</p> <p>B. Every student will have primary perception of current international issues.(ratio:10.00)</p> <p>C. Every student will become capable of Independent thinking and information processing to further improve international relations.(ratio:10.00)</p> <p>D. Every student will process essential knowledge of participation in governmental & non-governmental affairs.(ratio:10.00)</p> <p>E. Every student will display high-level competence in English.(ratio:50.00)</p>			
Subject Schoolwide essential virtues			
<p>1. A global perspective. (ratio:40.00)</p> <p>2. Information literacy. (ratio:30.00)</p> <p>5. Independent thinking. (ratio:30.00)</p>			

Course Introduction	This course provides the students with a thorough understanding of concepts and skills specifically required for running export/import businesses, which can serve as a solid foundation for those who intend to work in trade-related fields after graduation.
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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	To provide students with an understanding of the major theories in international trade & enterprises and to equip students with practical skills and help them become outstanding members of the diplomatic and international relations community.	Cognitive

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

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	ABCDE	125	Lecture, Discussion	Testing, Study Assignments, Discussion(including classroom and online)

Course Schedule

Week	Date	Course Contents	Note
1	110/02/22 ~ 110/02/28	An introduction of the course	
2	110/03/01 ~ 110/03/07	National Holiday	
3	110/03/08 ~ 110/03/14	An introduction of international trade theory	
4	110/03/15 ~ 110/03/21	International supply chain management	

5	110/03/22 ~ 110/03/28	International logistics infrastructure	
6	110/03/29 ~ 110/04/04	Methods of entry in foreign markets	
7	110/04/05 ~ 110/04/11	National Holiday	
8	110/04/12 ~ 110/04/18	International terms of trade	
9	110/04/19 ~ 110/04/25	International terms of payment	
10	110/04/26 ~ 110/05/02	Midterm Exam Week	
11	110/05/03 ~ 110/05/09	Global value chains	
12	110/05/10 ~ 110/05/16	Preferential Trade Arrangements	
13	110/05/17 ~ 110/05/23	Taiwan' s Global Deployment Assistance Measures for Taiwanese Businesses	
14	110/05/24 ~ 110/05/30	Taiwan' s Investment environment and business opportunities	
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, Other (Speech Screen)		
Textbooks and Teaching Materials			
References	International Logistics: The Management of International Operation, Pierre A. David		
Number of Assignment(s)	(Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : 20.0 % ◆ Mark of Usual : % ◆ Midterm Exam : 40.0 % ◆ Final Exam : 40.0 % ◆ 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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