

Tamkang University Academic Year 110, 1st Semester Course Syllabus

Course Title	PRACTICAL ENGLISH WRITING I	Instructor	YI-CHIN SHIH
Course Class	TFLAB2A DEPARTMENT OF ENGLISH (ENGLISH-TAUGHT PROGRAM), 2A	Details	<ul style="list-style-type: none"> ◆ General Course ◆ Required ◆ One Semester
Relevance to SDGs	SDG4 Quality education		
Departmental Aim of Education			
To develop student's English proficiency and communication skills.			
Subject Departmental core competences			
<p>A. The ability to communicate in English.(ratio:80.00)</p> <p>B. The ability to use practical English.(ratio:20.00)</p>			
Subject Schoolwide essential virtues			
<p>2. Information literacy. (ratio:40.00)</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 helps students know business English, and it covers topics on letter of application, writing a proposal, project management, and so on. Students are expected to improve their English ability, especially business writing.</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	This course helps students know business English, and it covers topics on letter of application, writing a proposal, project management, and so on. Students are expected to improve their English ability, especially business writing.	Cognitive

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

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	AB	257	Lecture, Discussion	Testing, Study Assignments, Discussion(including classroom and online), Report(including oral and written), Activity Participation

Course Schedule

Week	Date	Course Contents	Note
1	110/09/22 ~ 110/09/28	Introduction	
2	110/09/29 ~ 110/10/05	Letter of Application	
3	110/10/06 ~ 110/10/12	No Class: Double Ten Day	
4	110/10/13 ~ 110/10/19	Inquiries and Replies	
5	110/10/20 ~ 110/10/26	Writing a Proposal	
6	110/10/27 ~ 110/11/02	Project Management	
7	110/11/03 ~ 110/11/09	Arranging Meetings	
8	110/11/10 ~ 110/11/16	Effective Marketing	
9	110/11/17 ~ 110/11/23	Midterm Exam Week	

10	110/11/24 ~ 110/11/30	Placing an Order	
11	110/12/01 ~ 110/12/07	Banking Affairs	
12	110/12/08 ~ 110/12/14	Business Travel	
13	110/12/15 ~ 110/12/21	Handling Complaints	
14	110/12/22 ~ 110/12/28	Financial Reports	
15	110/12/29 ~ 111/01/04	Business Memos	
16	111/01/05 ~ 111/01/11	Personal Invitation	
17	111/01/12 ~ 111/01/18	Final Exam Week	
18	111/01/19 ~ 111/01/25	Review	
Requirement	<p>This syllabus is tentative and subject to change. Plagiarism is unacceptable. Follow the school regulations, such as no cheating, the right to have Final Exam, attendance policy, wearing masks, classroom discipline, and so on. 疫情期間・上課必點名。 請注意自己的出席率・本課程遵守學校扣考制度（缺席超過/包含12小時）。</p>		
Teaching Facility	Computer, Projector		
Textbooks and Teaching Materials	Henley, Joseph. Successful Business Writing. Taiwan: Cengage Learning, 2015.		
References			
Number of Assignment(s)	4 (Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : % ◆ Mark of Usual : 40.0 % ◆ Midterm Exam : 15.0 % ◆ Final Exam : 15.0 % ◆ Other < assignments > : 30.0 %		
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>		