

Tamkang University Academic Year 110, 1st Semester Course Syllabus

Course Title	BUSINESS ESSENTIALS	Instructor	I-FANG HO
Course Class	TLFBB1A DIVISION OF GLOBAL COMMERCE, DEPARTMENT OF INTERNATIONAL BUSINESS (ENGLISH-TAUGHT PROGRAM), 1A	Details	<ul style="list-style-type: none"> ◆ General Course ◆ Required ◆ One Semester
Relevance to SDGs	<p>SDG3 Good health and well-being for people</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>A. Breeding professionals with expertise in general International Trade and International Business.(ratio:50.00)</p> <p>B. Consisting of Globalization, Information-Oriented and Future-Oriented education. (ratio:50.00)</p>			
Subject Schoolwide essential virtues			
<p>1. A global perspective. (ratio:50.00)</p> <p>3. A vision for the future. (ratio:50.00)</p>			

Course Introduction	Introduction for the freshman students about basic concepts of business.
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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	Understanding the basic concepts of business.	Cognitive

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

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	AB	13	Lecture, Discussion	Testing, Discussion(including classroom and online), Report(including oral and written)

Course Schedule

Week	Date	Course Contents	Note
1	110/09/22 ~ 110/09/28	Objectives of Business	
2	110/09/29 ~ 110/10/05	Business Environment	
3	110/10/06 ~ 110/10/12	Entrepreneurship	
4	110/10/13 ~ 110/10/19	Entrepreneurship Case Study	
5	110/10/20 ~ 110/10/26	Global Competition	

6	110/10/27 ~ 110/11/02	Global Competition	
7	110/11/03 ~ 110/11/09	Factors Influencing Managerial Ethics	
8	110/11/10 ~ 110/11/16	Basic Forms of Business Ownership	
9	110/11/17 ~ 110/11/23	Midterm Exam Week	
10	110/11/24 ~ 110/11/30	Management and leadership	
11	110/12/01 ~ 110/12/07	SWOT Analysis	
12	110/12/08 ~ 110/12/14	SWOT Analysis	
13	110/12/15 ~ 110/12/21	Management Pyramid	
14	110/12/22 ~ 110/12/28	How to Make Jobs Fit Your Company	
15	110/12/29 ~ 111/01/04	Tips for Motivating Employees	
16	111/01/05 ~ 111/01/11	Marketing Strategies	
17	111/01/12 ~ 111/01/18	Marketing Strategies	
18	111/01/19 ~ 111/01/25		
Requirement			
Teaching Facility	Computer, Projector		
Textbooks and Teaching Materials	Business Essentials		
References			
Number of Assignment(s)	(Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : 20.0 % ◆ Mark of Usual : 10.0 % ◆ Midterm Exam : 30.0 % ◆ Final Exam : 20.0 % ◆ Other (Group Presentation) : 20.0 %		
Note	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 . ※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.		