

Tamkang University Academic Year 110, 1st Semester Course Syllabus

Course Title	BUSINESS ESSENTIALS	Instructor	LEE, YUNG-HSIN
Course Class	TLFBB1B DIVISION OF GLOBAL COMMERCE, DEPARTMENT OF INTERNATIONAL BUSINESS (ENGLISH-TAUGHT PROGRAM), 1B	Details	<ul style="list-style-type: none"> ◆ General Course ◆ Required ◆ One Semester
Relevance to SDGs	SDG4 Quality education		
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	<p>This is a semester course for the first year college students in business school. The course is going to introduce current and future managers to the essentials associated with the businesses they will lead. Students are expected to have the basic management thinking logics after the course.</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	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	Testing, Activity Participation

Course Schedule

Week	Date	Course Contents	Note
1	110/09/22 ~ 110/09/28	The U.S Business Environment Business, Profit, and External Environment Economic Systems The Economics of Market Systems Economic Indicators	
2	110/09/29 ~ 110/10/05	Ethics in the Workplaces Social Responsibility Areas of Social Responsibility Implementing Social Responsibility Program The Government and Social Responsibility Managing Social Responsibility	
3	110/10/06 ~ 110/10/12	What is a Small Business? Entrepreneurship Starting and Operating a New Business Trends, Successes, and Failures in New Ventures 10/1 (National Holiday)	

4	110/10/13 ~ 110/10/19	The Contemporary Global Economy International Trade International Business Management Understanding the Cultural Environment Barriers to International Trade	
5	110/10/20 ~ 110/10/26	The Management Process Types of Managers Management Roles and Skills Strategic Management Contingency Planning and Crisis Management	
6	110/10/27 ~ 110/11/02	What is Organizational Structure? The Building Blocks of Organizational Structure Establishing the Decision-Making Hierarchy Basic Forms of Organizational Structure	
7	110/11/03 ~ 110/11/09	What Does Operations Mean Today? Growth in the Services and Goods Sectors Creating Value Through Operations Operating Planning Operating Control Quality Improvement and TQM	
8	110/11/10 ~ 110/11/16	Forms of Employee Behavior Individual Differences among Employees Matching People and Jobs Basic Motivation Concepts and Theories	
9	110/11/17 ~ 110/11/23	Midterm Exam Week	
10	110/11/24 ~ 110/11/30	What is Marketing? Developing the Marketing Plan Marketing Strategy Marketing Research Consumer Behavior Small Business and the Marketing Mix (I)	
11	110/12/01 ~ 110/12/07	What is Marketing? Developing the Marketing Plan Marketing Strategy Marketing Research Consumer Behavior Small Business and the Marketing Mix (II)	
12	110/12/08 ~ 110/12/14	What is a Product? Developing New Products Product Life Cycle Determining Prices Pricing Strategies and Tactics	
13	110/12/15 ~ 110/12/21	The Distribution Mix Wholesaling Retailing Physical Distribution Personal Selling	
14	110/12/22 ~ 110/12/28	IT Impacts IT Building Blocks Information System IT Risks and Threats	
15	110/12/29 ~ 111/01/04	What is Accounting? The Accounting Equation Financial Statements Reporting Standards and Practices Analyzing Financial Statements	
16	111/01/05 ~ 111/01/11	What is Money? Financial System The Federal Reserve System The Changing Money and Banking System International Banking and Finance	
17	111/01/12 ~ 111/01/18	Final Exam Week	

18	111/01/19~ 111/01/25	Flexible time.	
Requirement			
Teaching Facility	Computer, Projector		
Textbooks and Teaching Materials	Business Essentials 11th Edition / Ebert . Griffin		
References			
Number of Assignment(s)	(Filled in by assignment instructor only)		
Grading Policy	<p>◆ Attendance : 20.0 % ◆ Mark of Usual : 5.0 % ◆ Midterm Exam : %</p> <p>◆ Final Exam : %</p> <p>◆ Other <2 reports (homework)> : 75.0 %</p>		
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>		