

## Tamkang University Academic Year 110, 1st Semester Course Syllabus

Course Title	ENGLISH CONVERSATION	Instructor	TSENG, HSIU-MEI
Course Class	TLFBB3A DIVISION OF GLOBAL COMMERCE, DEPARTMENT OF INTERNATIONAL BUSINESS (ENGLISH-TAUGHT PROGRAM), 3A	Details	◆ General Course ◆ Selective ◆ 1st Semester
Relevance to SDGs	SDG3 Good health and well-being for people SDG4 Quality education		
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			
I . To instill the university motto of "Simplicity, Firmness, Perseverance, and Fulfillment" into students. 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. 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.			
Subject Departmental core competences			
A. Breeding professionals with expertise in general International Trade and International Business.(ratio:50.00)  C. Producing graduates with capability of foreseeing and analyzing the development of Global Economy.(ratio:50.00)			
Subject Schoolwide essential virtues			
1. A global perspective. (ratio:30.00)  2. Information literacy. (ratio:10.00)  5. Independent thinking. (ratio:40.00)  7. A spirit of teamwork and dedication. (ratio:20.00)			

Course Introduction	<p>This course is designed to train and help the students to develop their skills of listening, speaking, reading, and writing in English through a variety of authentic business situations.</p> <p>It aims to build the students' confidence in expressing themselves correctly and fluently, and enable them to become effective communicators in their future business careers. Every student is expected to participate in all class activities with enthusiasm.</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	This course aims to train and help the students to communicate in English, both written and spoken, as applied to diverse business situations, so as to achieve fluency and proficiency in English.	Cognitive

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

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	AC	1257	Lecture, Discussion, Practicum	Testing, Discussion(including classroom and online), Activity Participation

**Course Schedule**

Week	Date	Course Contents	Note
1	110/09/22 ~ 110/09/28	Course introduction	
2	110/09/29 ~ 110/10/05	Market research methods (Unit 1)	
3	110/10/06 ~ 110/10/12	Market research methods (Unit 1)	
4	110/10/13 ~ 110/10/19	Market research methods (Unit 1)	

5	110/10/20 ~ 110/10/26	Market research methods (Unit 1); Give and take (Unit 2)	
6	110/10/27 ~ 110/11/02	Give and take (Unit 2)	
7	110/11/03 ~ 110/11/09	Give and take (Unit 2)	
8	110/11/10 ~ 110/11/16	Give and take (Unit 2)	
9	110/11/17 ~ 110/11/23	Midterm Exam Week	
10	110/11/24 ~ 110/11/30	Money matters (Unit 3)	
11	110/12/01 ~ 110/12/07	Money matters (Unit 3)	
12	110/12/08 ~ 110/12/14	Money matters (Unit 3)	
13	110/12/15 ~ 110/12/21	Money matters (Unit 3): Challeges (Unit 4)	
14	110/12/22 ~ 110/12/28	Challeges (Unit 4)	
15	110/12/29 ~ 111/01/04	Challeges (Unit 4)	
16	111/01/05 ~ 111/01/11	Challeges (Unit 4)	
17	111/01/12 ~ 111/01/18	Final Exam Week	
18	111/01/19 ~ 111/01/25		
Requirement		1. Tardiness: Be punctual for class. You will lose points for being late. 2. Absence: ;You will lose points for being absent. 3. If you are absent for 3 times, you CANNOT pass the class. Show your teacher Proof of Absence (school business 公假, private affairs 事假, sickness病假; death in the family喪假) if you cannot come.	
Teaching Facility		Computer	
Textbooks and Teaching Materials		Business Partner B2+ (Coursebook), Iwonna Dubicka, Majoriet Rosenberg, Bob Dignen and others, Pearson Education Limited, 2019.	
References			
Number of Assignment(s)		(Filled in by assignment instructor only)	
Grading Policy		◆ Attendance :    20.0   %    ◆ Mark of Usual : 20.0   %    ◆ Midterm Exam : 30.0   % ◆ Final Exam :    30.0   % ◆ Other 〈    〉 :            %	

Note	<p>This syllabus may be uploaded at the website of Course Syllabus Management System at <a href="http://info.ais.tku.edu.tw/csp">http://info.ais.tku.edu.tw/csp</a> or through the link of Course Syllabus Upload posted on the home page of TKU Office of Academic Affairs at <a href="http://www.acad.tku.edu.tw/CS/main.php">http://www.acad.tku.edu.tw/CS/main.php</a>.</p> <p>※ <b>Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</b></p>
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