

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

Course Title	CROSS CULTURAL COMMUNICATION	Instructor	I-FANG HO
Course Class	TLFBB3A DIVISION OF GLOBAL COMMERCE, DEPARTMENT OF INTERNATIONAL BUSINESS (ENGLISH-TAUGHT PROGRAM), 3A	Details	<ul style="list-style-type: none"> <li>◆ General Course</li> <li>◆ Selective</li> <li>◆ One Semester</li> </ul>
Relevance to SDGs	<p>SDG5 Gender equality</p> <p>SDG8 Decent work and economic growth</p> <p>SDG12 Responsible consumption and production</p> <p>SDG16 Peace, justice and strong institutions</p>		
<b>Departmental Aim of Education</b>			
<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>			
<b>Subject Departmental core competences</b>			
<p>A. Breeding professionals with expertise in general International Trade and International Business.(ratio:40.00)</p> <p>C. Producing graduates with capability of foreseeing and analyzing the development of Global Economy.(ratio:60.00)</p>			
<b>Subject Schoolwide essential virtues</b>			
<p>1. A global perspective. (ratio:50.00)</p> <p>7. A spirit of teamwork and dedication. (ratio:50.00)</p>			

Course Introduction	By the discussion of culture, this course aims to understand culture and communication.
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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 culture differences and communication.	Cognitive

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

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	AC	17	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	Syllabus	
2	110/09/29 ~ 110/10/05	What is Culture?	
3	110/10/06 ~ 110/10/12	Culture Differences--West vs East	
4	110/10/13 ~ 110/10/19	Culture Introduction-Chinese Culture	
5	110/10/20 ~ 110/10/26	Culture Discussion- Chinese Culture	

6	110/10/27 ~ 110/11/02	Culture Introduction- Japanese Culture	
7	110/11/03 ~ 110/11/09	Culture Discussion- Japanese Culture	
8	110/11/10 ~ 110/11/16	Culture Introduction - Indian Culture	
9	110/11/17 ~ 110/11/23	Midterm Exam Week	
10	110/11/24 ~ 110/11/30	Western Culture	
11	110/12/01 ~ 110/12/07	Culture and Communication: France	
12	110/12/08 ~ 110/12/14	Culture and Communication: UK	
13	110/12/15 ~ 110/12/21	Culture and Communication: Germany	
14	110/12/22 ~ 110/12/28	Culture and Communication: USA	
15	110/12/29 ~ 111/01/04	Culture and Communication: Latin America	
16	111/01/05 ~ 111/01/11	Culture and Communication: Africa	
17	111/01/12 ~ 111/01/18	Other	
18	111/01/19 ~ 111/01/25	Final week	
Requirement			
Teaching Facility	Computer, Projector		
Textbooks and Teaching Materials	culture		
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 : % ◆ Other (presentation) : 40.0 %		
Note	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> . <b>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</b>		