

Tamkang University Academic Year 110, 2nd Semester Course Syllabus

Course Title	BUSINESS ESSENTIALS AND ENTREPRENEURIAL MANAGEMENT	Instructor	FITZWILLIAM YANG
Course Class	TGVXB0B ,0B	Details	<ul style="list-style-type: none"> ◆ General Course ◆ Required ◆ One Semester
Relevance to SDGs	SDG1 No poverty SDG4 Quality education SDG8 Decent work and economic growth SDG12 Responsible consumption and production		
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. Develop International Perspective and Global Awareness. II. Construct Interdisciplinary Professional Knowledge. III. Strengthen Teamwork and Interpersonal Relationship.			
Subject Departmental core competences			
B. To Have the Ability to Analyze and Solve Problems.(ratio:50.00) C. Be Able to Complete Professional Works in Fluent English.(ratio:50.00)			
Subject Schoolwide essential virtues			
2. Information literacy. (ratio:20.00) 4. Moral integrity. (ratio:20.00) 5. Independent thinking. (ratio:20.00) 7. A spirit of teamwork and dedication. (ratio:40.00)			
Course Introduction	To provide a basic introduction to all the essentials of business. Students will be requested to submit an entrepreneur plan or an international business proposal that student can jointly work with the teacher, to further understand this course and experience practical issues of today's world business.		

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	To understand the essentials and practices of the world's business	Cognitive

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

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	BC	2457	Lecture, Discussion, Experience	Testing, Discussion(including classroom and online), Report(including oral and written)

Course Schedule

Week	Date	Course Contents	Note
1	111/02/21 ~ 111/02/25	Orientation	
2	111/02/28 ~ 111/03/04	Types of Corporate	
3	111/03/07 ~ 111/03/11	Organizations and Roles	
4	111/03/14 ~ 111/03/18	Leadership and Decision-Making	
5	111/03/21 ~ 111/03/25	Organizational Culture and Communications	
6	111/03/28 ~ 111/04/01	Internal Controls and Evaluations	
7	111/04/04 ~ 111/04/08	Spring Break	
8	111/04/11 ~ 111/04/15	Human Resources	
9	111/04/18 ~ 111/04/22	Business Ethics	
10	111/04/25 ~ 111/04/29	Midterm Exam Week	
11	111/05/02 ~ 111/05/06	Define Your Product or Service	

12	111/05/09 ~ 111/05/13	Pricing	
13	111/05/16 ~ 111/05/20	Distribution	
14	111/05/23 ~ 111/05/27	Promotions	
15	111/05/30 ~ 111/06/03	Positioning	
16	111/06/06 ~ 111/06/10	Branding	
17	111/06/13 ~ 111/06/17	Corporate Social Responsibility	
18	111/06/20 ~ 111/06/24	Final Exam Week	
Requirement			
Teaching Facility	Computer, Projector		
Textbooks and Teaching Materials			
References			
Number of Assignment(s)	1 (Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : 10.0 % ◆ Mark of Usual : % ◆ Midterm Exam : 25.0 % ◆ Final Exam : 25.0 % ◆ Other 〈Project〉 : 40.0 %		
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.		