

Tamkang University Academic Year 110, 2nd Semester Course Syllabus

Course Title	INTERNATIONAL BUSINESS COMMUNICATION IN ENGLISH	Instructor	TSENG, HSIU-MEI
Course Class	TLFBB2A DIVISION OF GLOBAL COMMERCE, DEPARTMENT OF INTERNATIONAL BUSINESS (ENGLISH-TAUGHT PROGRAM), 2A	Details	<ul style="list-style-type: none"> ◆ General Course ◆ Selective ◆ One Semester
Relevance to SDGs	SDG3 Good health and well-being for people		
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:40.00)</p> <p>B. Consisting of Globalization, Information-Oriented and Future-Oriented education. (ratio:10.00)</p> <p>C. Producing graduates with capability of foreseeing and analyzing the development of Global Economy.(ratio:40.00)</p> <p>D. Breeding professionals with expertise in Marketing and Financial Management.(ratio:10.00)</p>			
Subject Schoolwide essential virtues			
<p>1. A global perspective. (ratio:30.00)</p> <p>2. Information literacy. (ratio:10.00)</p> <p>5. Independent thinking. (ratio:40.00)</p> <p>7. A spirit of teamwork and dedication. (ratio:20.00)</p>			

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. It aims to build up 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 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.	Cognitive

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

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

Course Schedule

Week	Date	Course Contents	Note
1	111/02/21 ~ 111/02/25	Course introduction; Ethical Business (Unit 5)	
2	111/02/28 ~ 111/03/04	HOLIDAY	
3	111/03/07 ~ 111/03/11	Ethical Business (Unit 5); Making Decisions (Unit 6)	
4	111/03/14 ~ 111/03/18	Making Decisions (Unit 6)	
5	111/03/21 ~ 111/03/25	Making Decisions (Unit 6)	

6	111/03/28 ~ 111/04/01	Making Decisions (Unit 6); Outsourcing (Unit 7)	
7	111/04/04 ~ 111/04/08	HOLIDAY	
8	111/04/11 ~ 111/04/15	Outsourcing (Unit 7)	
9	111/04/18 ~ 111/04/22	Outsourcing (Unit 7)	
10	111/04/25 ~ 111/04/29	Midterm Exam Week	
11	111/05/02 ~ 111/05/06	Employees (Unit 8)	
12	111/05/09 ~ 111/05/13	Employees (Unit 8)	
13	111/05/16 ~ 111/05/20	Employees (Unit 8); New Business (Unit 9)	
14	111/05/23 ~ 111/05/27	New Business (Unit 9)	
15	111/05/30 ~ 111/06/03	New Business (Unit 9)	
16	111/06/06 ~ 111/06/10	New Business (Unit 9); Communications (Unit 10)	
17	111/06/13 ~ 111/06/17	Communications (Unit 10)	
18	111/06/20 ~ 111/06/24	Final Exam Week	
Requirement	<p>1. Tardiness: Be punctual for class. You will lose points for being late.</p> <p>2. Absence: ;You will lose points for being absent.</p> <p>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.</p>		
Teaching Facility	(None)		
Textbooks and Teaching Materials	Business Result (Upper-intermediate Student's Book with Online practice), Michael Duckworth, John Hugues & Rebecca Turner, 2nd edition, Oxford University Press, 2018.		
References			
Number of Assignment(s)	(Filled in by assignment instructor only)		
Grading Policy	<p>◆ Attendance : 20.0 % ◆ Mark of Usual : 20.0 % ◆ Midterm Exam : 30.0 %</p> <p>◆ Final Exam : 30.0 %</p> <p>◆ Other () : %</p>		

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>.

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