

Tamkang University Academic Year 110, 2nd Semester Course Syllabus

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| Course Title | INTERNATIONAL TRADE & ENTERPRISES | Instructor | CHEN, MING-HSIANG |
| Course Class | TRDXB4A DEPARTMENT OF DIPLOMACY AND INTERNATIONAL RELATIONS (ENGLISH-TAUGHT PROGRAM), 4A | Details | <ul style="list-style-type: none"> ◆ General Course ◆ Selective ◆ One Semester |
| Relevance to SDGs | SDG9 Industry, Innovation, and Infrastructure | | |
| 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 | | | |
| To provide students with an understanding of the major theories in diplomacy & international relations and to equip students with practical skills and help them become outstanding members of the diplomatic and international relations community. | | | |
| Subject Departmental core competences | | | |
| <p>A. Every student will process essential understanding of theories of international relations. (ratio:20.00)</p> <p>B. Every student will have primary perception of current international issues.(ratio:10.00)</p> <p>C. Every student will become capable of Independent thinking and information processing to further improve international relations.(ratio:10.00)</p> <p>D. Every student will process essential knowledge of participation in governmental & non-governmental affairs.(ratio:10.00)</p> <p>E. Every student will display high-level competence in English.(ratio:50.00)</p> | | | |
| Subject Schoolwide essential virtues | | | |
| <p>1. A global perspective. (ratio:40.00)</p> <p>2. Information literacy. (ratio:30.00)</p> <p>5. Independent thinking. (ratio:30.00)</p> | | | |

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| Course Introduction | This course provides the students with a thorough understanding of concepts and skills specifically required for running export/import businesses, which can serve as a solid foundation for those who intend to work in trade-related fields after graduation. |
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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 | To provide students with an understanding of the major theories in international trade & enterprises and to equip students with practical skills and help them become outstanding members of the diplomatic and international relations community. | Cognitive |

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

| No. | Core Competences | Essential Virtues | Teaching Methods | Assessment |
|-----|------------------|-------------------|---------------------------------|---|
| 1 | ABCDE | 125 | Lecture, Discussion, Experience | Testing, Discussion(including classroom and online), Report(including oral and written), Activity Participation |

Course Schedule

| Week | Date | Course Contents | Note |
|------|--------------------------|--|------|
| 1 | 111/02/21 ~ 111/02/25 | Course Introduction | |
| 2 | 111/02/28 ~ 111/03/04 | National Holiday | |
| 3 | 111/03/07 ~ 111/03/11 | An introduction of international trade | |

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| 4 | 111/03/14 ~ 111/03/18 | International logistics infrastructure | |
| 5 | 111/03/21 ~ 111/03/25 | Methods of entry in foreign markets | |
| 6 | 111/03/28 ~ 111/04/01 | International terms of trade | |
| 7 | 111/04/04 ~ 111/04/08 | National Holiday | |
| 8 | 111/04/11 ~ 111/04/15 | International terms of payment | |
| 9 | 111/04/18 ~ 111/04/22 | International supply chain management | |
| 10 | 111/04/25 ~ 111/04/29 | Midterm Exam Week | |
| 11 | 111/05/02 ~ 111/05/06 | International business and trade environment | |
| 12 | 111/05/09 ~ 111/05/13 | Group Presentation | |
| 13 | 111/05/16 ~ 111/05/20 | Group Presentation | |
| 14 | 111/05/23 ~ 111/05/27 | Group Presentation | |
| 15 | 111/05/30 ~ 111/06/03 | Graduate Exam Week | |
| 16 | 111/06/06 ~ 111/06/10 | --- | |
| 17 | 111/06/13 ~ 111/06/17 | --- | |
| 18 | 111/06/20 ~ 111/06/24 | --- | |
| Requirement | | | |
| Teaching Facility | Computer, Projector, Other (Screen) | | |
| Textbooks and Teaching Materials | International Logistics-The Management of International Operation, Pierre A. David | | |
| References | "International Economics" , Steven Husted | | |
| Number of Assignment(s) | (Filled in by assignment instructor only) | | |
| Grading Policy | ◆ Attendance : 20.0 % ◆ Mark of Usual : % ◆ Midterm Exam : 40.0 % ◆ Final Exam : % ◆ Other (Project report) : 40.0 % | | |
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| 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> |
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