

Tamkang University Academic Year 111, 1st Semester Course Syllabus

Course Title	BUSINESS REPORT WRITING	Instructor	TSAI, YI-YING
Course Class	TLFBB2B DIVISION OF GLOBAL COMMERCE, DEPARTMENT OF INTERNATIONAL BUSINESS (ENGLISH-TAUGHT PROGRAM), 2B	Details	<ul style="list-style-type: none"> ◆ General Course ◆ Required ◆ One Semester
Relevance to SDGs	SDG9 Industry, Innovation, and Infrastructure		
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:15.00)</p> <p>C. Producing graduates with capability of foreseeing and analyzing the development of Global Economy.(ratio:35.00)</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:5.00)</p> <p>3. A vision for the future. (ratio:30.00)</p> <p>4. Moral integrity. (ratio:5.00)</p> <p>5. Independent thinking. (ratio:10.00)</p> <p>6. A cheerful attitude and healthy lifestyle. (ratio:5.00)</p>			

7. A spirit of teamwork and dedication. (ratio:10.00)

8. A sense of aesthetic appreciation. (ratio:5.00)

Course Introduction

The course sets out to help students acquire skills on using variety concepts in international business, develop effective communication skills, and build vocabulary related to business and finance.

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	<ul style="list-style-type: none"> • Learn to write clear, concise business letters • Learn the best practices for writing business letters that have impact • Learn how to guide readers through your message • Learn to write so clearly you cannot be misunderstood • Learn to choose the correct business vocabulary 	Cognitive
2	Students are expected to have logical understanding toward business documents.	Cognitive

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

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	ABCD	1234567	Lecture, Discussion, Publication	Testing, Study Assignments, Discussion(including classroom and online), Report(including oral and written)

2	ABCD	12345678	Lecture, Publication	Testing, Study Assignments, Discussion(including classroom and online), Report(including oral and written)
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Course Schedule

Week	Date	Course Contents	Note
1	111/09/05 ~ 111/09/11	Course introduction	
2	111/09/12 ~ 111/09/18	Writing resume bio and cover letter	
3	111/09/19 ~ 111/09/25	Writing a work report	
4	111/09/26 ~ 111/10/02	Getting the News Out	
5	111/10/03 ~ 111/10/09	Writing a meeting announcement	
6	111/10/10 ~ 111/10/16	Writing a trip report	
7	111/10/17 ~ 111/10/23	Invitation to a Press Conference	
8	111/10/24 ~ 111/10/30	Letter of Appreciation	
9	111/10/31 ~ 111/11/06	Writing a sales promotion plan	
10	111/11/07 ~ 111/11/13	Midterm Exam Week	
11	111/11/14 ~ 111/11/20	Writing a marketing proposal	
12	111/11/21 ~ 111/11/27	Writing the classifieds	
13	111/11/28 ~ 111/12/04	Writing promotional letters	
14	111/12/05 ~ 111/12/11	Negotiating price reduction	
15	111/12/12 ~ 111/12/18	E-mail reply to enquiry	
16	111/12/19 ~ 111/12/25	Contract for sale of goods	
17	111/12/26 ~ 112/01/01	Sending payment	
18	112/01/02 ~ 112/01/08	Final Exam Week	

Requirement	1: Don't be late 2: Respect others 3: Implementing anti-epidemic policy 4: Roll call will be made every week due to the real-name system policy under covid-19 pandemic

Teaching Facility	(None)
Textbooks and Teaching Materials	
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	<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>