

Tamkang University Academic Year 111, 1st Semester Course Syllabus

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| 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"> ◆ General Course ◆ Selective ◆ One Semester |
| Relevance to SDGs | SDG5 Gender equality SDG8 Decent work and economic growth SDG12 Responsible consumption and production SDG16 Peace, justice and strong institutions | | |
| Departmental Aim of Education | | | |
| I. To instill the university motto of "Simplicity, Firmness, Perseverance, and Fulfillment" into students. 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. 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. | | | |
| Subject Departmental core competences | | | |
| A. Breeding professionals with expertise in general International Trade and International Business.(ratio:30.00) B. Consisting of Globalization, Information-Oriented and Future-Oriented education. (ratio:40.00) C. Producing graduates with capability of foreseeing and analyzing the development of Global Economy.(ratio:20.00) D. Breeding professionals with expertise in Marketing and Financial Management.(ratio:10.00) | | | |
| Subject Schoolwide essential virtues | | | |
| 1. A global perspective. (ratio:30.00) 2. Information literacy. (ratio:5.00) 3. A vision for the future. (ratio:10.00) 4. Moral integrity. (ratio:15.00) 5. Independent thinking. (ratio:10.00) 6. A cheerful attitude and healthy lifestyle. (ratio:5.00) | | | |

7. A spirit of teamwork and dedication. (ratio:15.00)

8. A sense of aesthetic appreciation. (ratio:10.00)

Course Introduction

By the discussion of culture, this course aims to understand culture and communication.

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 | ABCD | 12345678 | Lecture, Discussion | Testing, Discussion(including classroom and online), Report(including oral and written) |

Course Schedule

| Week | Date | Course Contents | Note |
|------|-----------------------|-----------------------------------|------|
| 1 | 111/09/05 ~ 111/09/11 | Syllabus | |
| 2 | 111/09/12 ~ 111/09/18 | What is Culture? | |
| 3 | 111/09/19 ~ 111/09/25 | Culture Differences--West vs East | |

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| 4 | 111/09/26 ~ 111/10/02 | Culture Introduction-Chinese Culture | |
| 5 | 111/10/03 ~ 111/10/09 | Culture Discussion- Chinese Culture | |
| 6 | 111/10/10 ~ 111/10/16 | Culture Introduction- Japanese Culture | |
| 7 | 111/10/17 ~ 111/10/23 | Culture Discussion- Japanese Culture | |
| 8 | 111/10/24 ~ 111/10/30 | Culture Introduction - Indian Culture | |
| 9 | 111/10/31 ~ 111/11/06 | Review | |
| 10 | 111/11/07 ~ 111/11/13 | Midterm Exam Week | |
| 11 | 111/11/14 ~ 111/11/20 | Culture and Communication: France | |
| 12 | 111/11/21 ~ 111/11/27 | Culture and Communication: UK | |
| 13 | 111/11/28 ~ 111/12/04 | Culture and Communication: Germany | |
| 14 | 111/12/05 ~ 111/12/11 | Culture and Communication: USA | |
| 15 | 111/12/12 ~ 111/12/18 | Culture and Communication: Latin America | |
| 16 | 111/12/19 ~ 111/12/25 | Culture and Communication: Africa | |
| 17 | 111/12/26 ~ 112/01/01 | Other | |
| 18 | 112/01/02 ~ 112/01/08 | Final Exam 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 % | | |
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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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