

## Tamkang University Academic Year 111, 1st Semester Course Syllabus

Course Title	INNOVATION AND MANAGEMENT OF HAPPINESS INDUSTRY	Instructor	LIH-WEN MAU
Course Class	TLFBB3A DIVISION OF GLOBAL COMMERCE, DEPARTMENT OF INTERNATIONAL BUSINESS (ENGLISH-TAUGHT PROGRAM), 3A	Details	◆ General Course ◆ Selective ◆ One Semester
Relevance to SDGs	SDG3 Good health and well-being for people 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			
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:30.00) 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:20.00)			
Subject Schoolwide essential virtues			
1. A global perspective. (ratio:30.00) 2. Information literacy. (ratio:20.00) 3. A vision for the future. (ratio:10.00) 4. Moral integrity. (ratio:5.00) 5. Independent thinking. (ratio:10.00) 6. A cheerful attitude and healthy lifestyle. (ratio:10.00)			

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

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

Course  
Introduction

The happiness industry has become an essential guide to the marketization of modern life. The happiness industry connects economics and management science to psychology to explain why happiness and profitability are associated. Based on customer-oriented data, business and marketplace can borrow social science methods to manage happy workers and target "happy customers."

**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 intends to explore how the government and big corporations create happiness and well-being for consumption.	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, Publication, Case study	Discussion(including classroom and online), Report(including oral and written)

**Course Schedule**

Week	Date	Course Contents	Note
1	111/09/05 ~ 111/09/11	Introduction: Overview of the Course	
2	111/09/12 ~ 111/09/18	Happiness and Well-being in the Market	
3	111/09/19 ~ 111/09/25	Definition of Happiness Industry	

4	111/09/26 ~ 111/10/02	Development and Scope of Happiness Industry	
5	111/10/03 ~ 111/10/09	Happiness Industry in Long-Term Care (I)	
6	111/10/10 ~ 111/10/16	Happiness Industry in Long-Term Care (II)	
7	111/10/17 ~ 111/10/23	Application of Artificial Intelligence (AI) in the Happiness Industry	
8	111/10/24 ~ 111/10/30	Happiness Industry in Cosmetics (I)	
9	111/10/31 ~ 111/11/06	Happiness Industry in Cosmetics (II)	
10	111/11/07 ~ 111/11/13	Midterm Exam Week	
11	111/11/14 ~ 111/11/20	Happiness Industry in Preventive Medicine (I)	
12	111/11/21 ~ 111/11/27	Happiness Industry in Preventive Medicine (II)	
13	111/11/28 ~ 111/12/04	Happiness Industry in Fitness	
14	111/12/05 ~ 111/12/11	Happiness Industry in Nutritional Supplements	
15	111/12/12 ~ 111/12/18	Challenges and future in the Happiness Industry	
16	111/12/19 ~ 111/12/25	Case study and group report (I)	
17	111/12/26 ~ 112/01/01	Case study and group report (II)	
18	112/01/02 ~ 112/01/08	Final Exam Week	
Requirement			
Teaching Facility		(None)	
Textbooks and Teaching Materials		The Happiness Industry by William Davis; Self-developed teaching materials based on related research, articles, videos, and other.	
References			
Number of Assignment(s)		(Filled in by assignment instructor only)	
Grading Policy		◆ Attendance : 20.0 %   ◆ Mark of Usual :   %   ◆ Midterm Exam : 30.0 % ◆ Final Exam : 30.0 % ◆ Other 〈Participation〉 : 20.0 %	

Note	<p>This syllabus may be uploaded at the website of Course Syllabus Management System at <a href="http://info.ais.tku.edu.tw/csp">http://info.ais.tku.edu.tw/csp</a> or through the link of Course Syllabus Upload posted on the home page of TKU Office of Academic Affairs at <a href="http://www.acad.tku.edu.tw/CS/main.php">http://www.acad.tku.edu.tw/CS/main.php</a>.</p> <p>※ <b>Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</b></p>
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