

Tamkang University Academic Year 111, 1st Semester Course Syllabus

Course Title	THE WORLD OF FINANCE AND ECONOMICS IN DAILY LIFE	Instructor	
Course Class	TNUWB0A SOCIAL ANALYSIS, 0A	Details	<ul style="list-style-type: none"> ◆ General Course ◆ Required ◆ One Semester
Relevance to SDGs	SDG4 Quality education SDG9 Industry, Innovation, and Infrastructure SDG17 Partnerships for the goals		
Departmental Aim of Education			
I. To guide students to practice the methods and concepts learned from the courses of social science to their social life. II. To Enhance students' ability of self-understanding, psychological adaptation, and interpersonal communication. III. To promote students' ability of analyzing social phenomena and penetrating social problems through the design of courses; thus, motivating students to be more concerned about others and assume the corresponding social responsibilities.			
Subject Schoolwide essential virtues			
1. A global perspective. (ratio:5.00) 2. Information literacy. (ratio:5.00) 3. A vision for the future. (ratio:20.00) 4. Moral integrity. (ratio:20.00) 5. Independent thinking. (ratio:20.00) 6. A cheerful attitude and healthy lifestyle. (ratio:5.00) 7. A spirit of teamwork and dedication. (ratio:20.00) 8. A sense of aesthetic appreciation. (ratio:5.00)			

Course Introduction	<p>This course is an introduction on both academic and practical knowledge of business finance and economic concepts in daily life. This course covers 3 main sessions – Introduction on Business Finance and Economics, Entrepreneurship, and Crowdfunding. It is required to complete a reward-based crowdfunding team project at the end of the semester.</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	Students may gain a general understanding of economic and finance concepts from textbook lecturing, case discussion, team projects, and real manager' s experience sharing. In order to excel in this course, it is crucial for student to participate in the class not only as an individual but also working together as a team player.	Cognitive

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

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1		12345678	Lecture, Discussion, Publication, Practicum, Experience	Testing, Study Assignments, Discussion(including classroom and online), Practicum, Report(including oral and written), Activity Participation

Course Schedule

Week	Date	Course Contents	Note
1	111/09/05~ 111/09/11	Class Orientation	

2	111/09/12 ~ 111/09/18	Introduction on Global Business Finance and Economics	
3	111/09/19 ~ 111/09/25	Introduction on Taiwan Business Finance and Economics	
4	111/09/26 ~ 111/10/02	Introduction on Taiwan Corporate Finance and Economics	
5	111/10/03 ~ 111/10/09	Introduction on Personal Finance and Economics	
6	111/10/10 ~ 111/10/16	Introduction on Entrepreneurship and Innovation	
7	111/10/17 ~ 111/10/23	Introduction on Crowdfunding	
8	111/10/24 ~ 111/10/30	Introduction on Business Model Innovation	
9	111/10/31 ~ 111/11/06	Guest speech	
10	111/11/07 ~ 111/11/13	Midterm Exam Week	
11	111/11/14 ~ 111/11/20	Mid-term presentation	
12	111/11/21 ~ 111/11/27	Case study and discussion	
13	111/11/28 ~ 111/12/04	Case study and discussion	
14	111/12/05 ~ 111/12/11	Case study and discussion	
15	111/12/12 ~ 111/12/18	Final project presentation	
16	111/12/19 ~ 111/12/25	Final project presentation	
17	111/12/26 ~ 112/01/01	Final project presentation	
18	112/01/02 ~ 112/01/08	Final Exam Week	
Requirement			
Teaching Facility		Computer, Projector	
Textbooks and Teaching Materials		Charles W. L. Hill. Global Business Today, 12e. 2022. McGraw Hill. Alexander Osterwalder, Yves Pigneur. Business Model Generation. 2010. Wiley.	
References		Osterwalder et al. Value Proposition Design. 2014. Wiley. Patrick van der Pijl, Justin Lokitz. Design a Better Business. 2016. Wiley.	

Number of Assignment(s)	4 (Filled in by assignment instructor only)
Grading Policy	◆ Attendance : 20.0 % ◆ Mark of Usual : % ◆ Midterm Exam : 30.0 % ◆ Final Exam : 30.0 % ◆ Other (Case and reflects) : 20.0 %
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 . ※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.