

Tamkang University Academic Year 111, 2nd Semester Course Syllabus

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| Course Title | FINANCIAL ENGLISH | Instructor | YI-CHENG LIU |
| Course Class | TLFBB2A DIVISION OF GLOBAL COMMERCE, DEPARTMENT OF INTERNATIONAL BUSINESS (ENGLISH-TAUGHT PROGRAM), 2A | Details | <ul style="list-style-type: none"> ◆ General Course ◆ Selective ◆ One Semester |
| Relevance to SDGs | SDG1 No poverty SDG8 Decent work and economic growth SDG9 Industry, Innovation, and Infrastructure SDG12 Responsible consumption and production | | |
| 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:40.00) B. Consisting of Globalization, Information-Oriented and Future-Oriented education. (ratio:25.00) C. Producing graduates with capability of foreseeing and analyzing the development of Global Economy.(ratio:30.00) D. Breeding professionals with expertise in Marketing and Financial Management.(ratio:5.00) | | | |
| Subject Schoolwide essential virtues | | | |
| 1. A global perspective. (ratio:30.00) 2. Information literacy. (ratio:5.00) 3. A vision for the future. (ratio:30.00) 4. Moral integrity. (ratio:5.00) 5. Independent thinking. (ratio:15.00) 6. A cheerful attitude and healthy lifestyle. (ratio:5.00) | | | |

7. A spirit of teamwork and dedication. (ratio:5.00)

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

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| Course Introduction | <p>Producing graduates with capability of foreseeing and analyzing the development of Global Economy.</p> <p>Breeding professionals with expertise in Marketing and Financial Management.</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 | <p>Producing graduates with capability of foreseeing and analyzing the development of Global Economy.</p> <p>Breeding professionals with expertise in Marketing and Financial Management.</p> | 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, Practicum, Experience | Testing, Discussion(including classroom and online), Report(including oral and written) |

Course Schedule

| Week | Date | Course Contents | Note |
|------|--------------------------|-----------------------|------|
| 1 | 112/02/13 ~ 112/02/19 | Ch11 Commercial Banks | |

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| 2 | 112/02/20 ~ 112/02/26 | Ch11 Commercial Banks | |
| 3 | 112/02/27 ~ 112/03/05 | Ch11 Commercial Banks | |
| 4 | 112/03/06 ~ 112/03/12 | Ch11 Commercial Banks | |
| 5 | 112/03/13 ~ 112/03/19 | Ch15 Insurance Companies | |
| 6 | 112/03/20 ~ 112/03/26 | Ch15 Insurance Companies | |
| 7 | 112/03/27 ~ 112/04/02 | Ch15 Insurance Companies | |
| 8 | 112/04/03 ~ 112/04/09 | Ch15 Insurance Companies | |
| 9 | 112/04/10 ~ 112/04/16 | Ch16 Securities Firms and Investment Banks | |
| 10 | 112/04/17 ~ 112/04/23 | Midterm Exam Week | |
| 11 | 112/04/24 ~ 112/04/30 | Ch16 Securities Firms and Investment Banks | |
| 12 | 112/05/01 ~ 112/05/07 | Ch16 Securities Firms and Investment Banks | |
| 13 | 112/05/08 ~ 112/05/14 | Ch16 Securities Firms and Investment Banks | |
| 14 | 112/05/15 ~ 112/05/21 | Ch17 Investment Companies | |
| 15 | 112/05/22 ~ 112/05/28 | Ch17 Investment Companies | |
| 16 | 112/05/29 ~ 112/06/04 | Ch19 Fintech Companies | |
| 17 | 112/06/05 ~ 112/06/11 | Ch19 Fintech Companies | |
| 18 | 112/06/12 ~ 112/06/18 | Final Exam Week | |
| Requirement | None | | |
| Teaching Facility | Computer, Projector | | |
| Textbooks and Teaching Materials | Anthony Saunders, Marcia Millon Cornett, Otgontsetseg (Otgo) Erhemjamts (8th Edition 2022): Financial Markets and Institutions | | |
| References | | | |
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| Number of Assignment(s) | 1 (Filled in by assignment instructor only) |
| Grading Policy | ◆ Attendance : 35.0 % ◆ Mark of Usual : 35.0 % ◆ Midterm Exam : 15.0 % ◆ Final Exam : 15.0 % ◆ Other () : % |
| 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. |