

## Tamkang University Academic Year 111, 2nd Semester Course Syllabus

Course Title	THE WORLD OF FINANCE AND ECONOMICS IN DAILY LIFE	Instructor	WEN-CHING CHOU
Course Class	TNUWB0A SOCIAL ANALYSIS, 0A	Details	<ul style="list-style-type: none"> <li>◆ General Course</li> <li>◆ Required</li> <li>◆ One Semester</li> </ul>
Relevance to SDGs	SDG3 Good health and well-being for people SDG8 Decent work and economic growth SDG9 Industry, Innovation, and Infrastructure SDG11 Sustainable cities and communities		
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 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 Economics and Finance, 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 emerging trend sharing of industry expert. 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	Study Assignments, Discussion(including classroom and online), Report(including oral and written), Activity Participation

**Course Schedule**

Week	Date	Course Contents	Note
1	112/02/13 ~ 112/02/19	Class Introduction	
2	112/02/20 ~ 112/02/26	Introduction on Global Trade and Economics I	

3	112/02/27 ~ 112/03/05	Introduction on Global Trade and Economics II	
4	112/03/06 ~ 112/03/12	Introduction on Taiwan Trade and Economics I	
5	112/03/13 ~ 112/03/19	Introduction on Taiwan Trade and Economics II	
6	112/03/20 ~ 112/03/26	Introduction on Entrepreneurship and Crowdfunding	
7	112/03/27 ~ 112/04/02	Introduction on Business Model Innovation	
8	112/04/03 ~ 112/04/09	Case Discussion - Pure Milk I	
9	112/04/10 ~ 112/04/16	Case Discussion - Pure Milk II	
10	112/04/17 ~ 112/04/23	Midterm Exam Week	
11	112/04/24 ~ 112/04/30	Midterm Presentation I	
12	112/05/01 ~ 112/05/07	Midterm Presentation II	
13	112/05/08 ~ 112/05/14	Guest Speech	
14	112/05/15 ~ 112/05/21	Introduction on Regional Economic Integration	
15	112/05/22 ~ 112/05/28	Introduction on Foreign Exchange Market	
16	112/05/29 ~ 112/06/04	Final Project Presentation I	
17	112/06/05 ~ 112/06/11	Final Project Presentation II	
18	112/06/12 ~ 112/06/18	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 et al. Business Model Shift. 2022. John Wiley and Sons.		
Number of Assignment(s)	1 (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	<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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