

Tamkang University Academic Year 112, 1st Semester Course Syllabus

Course Title	BUSINESS ESSENTIALS	Instructor	TSENG, CHUNG-HUI
Course Class	TLFBB1B DIVISION OF GLOBAL COMMERCE, DEPARTMENT OF INTERNATIONAL BUSINESS (ENGLISH-TAUGHT PROGRAM), 1B	Details	<ul style="list-style-type: none"> ◆ General Course ◆ Required ◆ One Semester
Relevance to SDGs	<p>SDG4 Quality education</p> <p>SDG8 Decent work and economic growth</p>		
Departmental Aim of Education			
<p>I. To instill the university motto of "Simplicity, Firmness, Perseverance, and Fulfillment" into students.</p> <p>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.</p> <p>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.</p>			
Subject Departmental core competences			
<p>A. Breeding professionals with expertise in general International Trade and International Business.(ratio:30.00)</p> <p>B. Consisting of Globalization, Information-Oriented and Future-Oriented education. (ratio:20.00)</p> <p>C. Producing graduates with capability of foreseeing and analyzing the development of Global Economy.(ratio:20.00)</p> <p>D. Breeding professionals with expertise in Marketing and Financial Management.(ratio:30.00)</p>			
Subject Schoolwide essential virtues			
<p>1. A global perspective. (ratio:30.00)</p> <p>2. Information literacy. (ratio:5.00)</p> <p>3. A vision for the future. (ratio:10.00)</p> <p>4. Moral integrity. (ratio:10.00)</p> <p>5. Independent thinking. (ratio:10.00)</p> <p>6. A cheerful attitude and healthy lifestyle. (ratio:5.00)</p>			

7. A spirit of teamwork and dedication. (ratio:20.00)

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

Course
Introduction

Introduce basic knowledge of business, including ethics and social responsibility, globalization, forms of ownership, entrepreneurial spirit, effective organization, etc.

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	Introduce business essential concepts	Cognitive
2	Introduce functions of a business	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, Study Assignments, Discussion(including classroom and online), Report(including oral and written)
2	ABCD	12345678	Lecture, Discussion	Testing, Study Assignments, Discussion(including classroom and online), Report(including oral and written)

Course Schedule			
Week	Date	Course Contents	Note
1	112/09/11 ~ 112/09/17	Course Introduction	Classroom
2	112/09/18 ~ 112/09/24	Ch1 Business Environment + Grouping	Classroom
3	112/09/25 ~ 112/10/01	Ch2 Understanding Business Ethics and Social Responsibility	Classroom
4	112/10/02 ~ 112/10/08	Ch3 Entrepreneurship, New Ventures, and Business Ownership	Classroom
5	112/10/09 ~ 112/10/15	Holiday	
6	112/10/16 ~ 112/10/22	Ch4 Understanding the Global Context of Business	Classroom
7	112/10/23 ~ 112/10/29	Ch5 Managing the Business	Classroom
8	112/10/30 ~ 112/11/05	Self-Learning week I (A study of ESG in Business)	Online (MS team)
9	112/11/06 ~ 112/11/12	Self-Learning week II (A study of ESG in Business) + Online Mid-Term Exam (Mid-term Exam Week)	Online (MS team)
10	112/11/13 ~ 112/11/19	Ch6 Organizing the Business	Classroom
11	112/11/20 ~ 112/11/26	G1~4: Oral presentation about group project + Ch10 Human Resource Management and Labor Relations	Classroom
12	112/11/27 ~ 112/12/03	G5~8: Oral presentation about group project + Ch11 Marketing Processes and Consumer Behavior	Classroom
13	112/12/04 ~ 112/12/10	G9~12: Oral presentation about group project + Ch11 Marketing Processes and Consumer Behavior	Classroom
14	112/12/11 ~ 112/12/17	G13~16: Oral presentation about group project + vCh14 Information Technology for Business	Classroom
15	112/12/18 ~ 112/12/24	G17~20: Oral presentation about group project + Instructions about self-learning report	Classroom
16	112/12/25 ~ 112/12/31	Self-Learning week III (A study of ESG in Business)	Online (MS team)
17	113/01/01 ~ 113/01/07	Self-Learning week IV(A study of ESG in Business) + Submit group written report (Final exam week)	Online (MS team)
18	113/01/08 ~ 113/01/14	Flexible Teaching Method Week	Online (MS team)
Key capabilities		self-directed learning Problem solving	

Interdisciplinary	Competency-based education 'competency exploration' sustained competency or global issues STEEP (Society, Technology, Economy, Environment, and Politics)
Distinctive teaching	Special/Problem-Based(PBL) Courses
Course Content	Logical Thinking
Requirement	
Textbooks and Teaching Materials	Self-made teaching materials:Presentations, Handouts Using teaching materials from other writers:Textbooks, Presentations Name of teaching materials: Ebert and Griffin (2017), Business Essentials (Global edition), 11th ed., Person Education Limited. (華泰書局代理)
References	
Grading Policy	◆ Attendance : 10.0 % ◆ Mark of Usual : % ◆ Midterm Exam : 30.0 % ◆ Final Exam : 30.0 % ◆ Other 〈report〉 : 30.0 %
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.