

## Tamkang University Academic Year 112, 1st Semester Course Syllabus

Course Title	BUSINESS REPORT WRITING	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"> <li>◆ General Course</li> <li>◆ Required</li> <li>◆ One Semester</li> </ul>
Relevance to SDGs	SDG4 Quality education SDG8 Decent work and economic growth SDG9 Industry, Innovation, and Infrastructure SDG10 Reducing inequalities		
<b>Departmental Aim of Education</b>			
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.			
<b>Subject Departmental core competences</b>			
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:15.00) C. Producing graduates with capability of foreseeing and analyzing the development of Global Economy.(ratio:35.00) D. Breeding professionals with expertise in Marketing and Financial Management.(ratio:10.00)			
<b>Subject Schoolwide essential virtues</b>			
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:10.00) 6. A cheerful attitude and healthy lifestyle. (ratio:5.00)			

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

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

Course  
Introduction

1 The course presents theory in the context of real, data-driven examples, and then develops intuition to solve Problems. Students gain a practical perspective, seeing how models connect to real-world decisions being made in today' s firms and policy debates.

**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	A. Breeding professionals with expertise in general International Trade and International Business  B. Consisting of Globalization, Information-Oriented and Future-Oriented education.	Cognitive
2	A. Breeding professionals with expertise in general International Trade and International Business  B. Consisting of Globalization, Information-Oriented and Future-Oriented education.	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, Practicum	Testing, Study Assignments, Discussion(including classroom and online), Report(including oral and written)
2	ABCD	12345678	Lecture, Discussion, Practicum	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	Article 1	
2	112/09/18 ~ 112/09/24	Article 2	
3	112/09/25 ~ 112/10/01	Article 3	
4	112/10/02 ~ 112/10/08	Article 4	
5	112/10/09 ~ 112/10/15	Article 5	
6	112/10/16 ~ 112/10/22	Article 6	
7	112/10/23 ~ 112/10/29	Article 7	
8	112/10/30 ~ 112/11/05	Article 8	
9	112/11/06 ~ 112/11/12	Midterm Exam Week	
10	112/11/13 ~ 112/11/19	Article 9	
11	112/11/20 ~ 112/11/26	Article 10	
12	112/11/27 ~ 112/12/03	Article 11	
13	112/12/04 ~ 112/12/10	Article 12	
14	112/12/11 ~ 112/12/17	Article 13	
15	112/12/18 ~ 112/12/24	Article 14	
16	112/12/25 ~ 112/12/31	Article 15	
17	113/01/01 ~ 113/01/07	Term-End Examination	Together with the University
18	113/01/08 ~ 113/01/14	Article 16 and Summary	

Key capabilities	self-directed learning International mobility Problem solving Interdisciplinary
Interdisciplinary	In addition to teaching content of the teacher's professional field, integrate other subjects or invite experts and scholars in other fields to share knowledge or teaching
Distinctive teaching	Special/Problem-Based(PBL) Courses
Course Content	Gender Equality Education Logical Thinking Sustainability issue
Requirement	None
Textbooks and Teaching Materials	Self-made teaching materials:Handouts Name of teaching materials: Microeconomics Ninth Edition Robert S.Pindyck .Daniel L.Rubinfeld Using teaching materials from other writers:Handouts Name of teaching materials:  Microeconomics Ninth Edition Robert S.Pindyck .Daniel L.Rubinfeld
Grading Policy	◆ Attendance : 25.0 % ◆ Mark of Usual : 25.0 % ◆ Midterm Exam : 25.0 % ◆ Final Exam : 15.0 % ◆ Other <18th Week Summary > : 10.0 %
Note	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> .  ※ <b>Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</b>