

Tamkang University Academic Year 112, 2nd Semester Course Syllabus

Course Title	BUSINESS FRENCH	Instructor	AI, CHI-HAN
Course Class	TRBXB2P DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 2P	Details	<ul style="list-style-type: none"> ◆ General Course ◆ Selective ◆ One Semester
Relevance to SDGs	SDG12 Responsible consumption and production		
Departmental Aim of Education			
To develop talented managers with international competitive advantage in the tourism industry.			
Subject Departmental core competences			
<ul style="list-style-type: none"> A. Ability to analyze and solve problems.(ratio:30.00) B. Ability to communicate in English.(ratio:10.00) C. Proper service and work attitude.(ratio:10.00) D. Tourism management knowledge.(ratio:20.00) E. Tourism management skills.(ratio:30.00) 			
Subject Schoolwide essential virtues			
<ul style="list-style-type: none"> 1. A global perspective. (ratio:30.00) 2. Information literacy. (ratio:5.00) 3. A vision for the future. (ratio:10.00) 4. Moral integrity. (ratio:10.00) 5. Independent thinking. (ratio:20.00) 6. A cheerful attitude and healthy lifestyle. (ratio:5.00) 7. A spirit of teamwork and dedication. (ratio:10.00) 8. A sense of aesthetic appreciation. (ratio:10.00) 			

Course Introduction	<p>French is a widely used language in the world and one of the official working languages of the UN, the EU, the WTO, and many other international organizations. In this course, students will be given simple business French conversation lessons and some introductory guides on the French business environment. This course aims to help students learn business French with ease and fun, and develop necessary skills for their future careers.</p>
----------------------------	--

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	Communicate in French orally and in writing in the business environment; Comprehend both written and spoken forms of the language on everyday topics	Cognitive

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

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	ABCDE	12345678	Lecture, Discussion	Discussion(including classroom and online)

Course Schedule

Week	Date	Course Contents	Note
1	113/02/19~ 113/02/25	Course introduction	
2	113/02/26~ 113/03/03	How to pronounce correctly French: French phonetic rules (I)	
3	113/03/04~ 113/03/10	How to pronounce correctly French: French phonetic rules (II)	
4	113/03/11~ 113/03/17	Listening- Dialogue in an office	

5	113/03/18 ~ 113/03/24	Conversation- Dialogue in an office	
6	113/03/25 ~ 113/03/31	Listening- Dialogue in a hotel	
7	113/04/01 ~ 113/04/07	Conversation- Dialogue in a hotel	
8	113/04/08 ~ 113/04/14	Listening- Dialogue for room service	
9	113/04/15 ~ 113/04/21	Midterm Exam Week	
10	113/04/22 ~ 113/04/28	How to write an e-mail in French	
11	113/04/29 ~ 113/05/05	Dialogue- customer complaints	
12	113/05/06 ~ 113/05/12	Dialogue- customer complaints	
13	113/05/13 ~ 113/05/19	Useful French phrases for business	
14	113/05/20 ~ 113/05/26	Useful French phrases for business	
15	113/05/27 ~ 113/06/02	Formats of Business Letters, E-mails	
16	113/06/03 ~ 113/06/09	Formats of Business Letters, E-mails	
17	113/06/10 ~ 113/06/16	Final Exam Week (Date:113/6/11-113/6/17)	
18	113/06/17 ~ 113/06/23	Flex week, learning activities should be arranged.	
Key capabilities	self-directed learning		
Interdisciplinary	Competency-based education 'competency exploration' sustained competency or global issues STEEP (Society, Technology, Economy, Environment, and Politics)		
Distinctive teaching	Language learning		
Course Content	Language learning		
Requirement			

Textbooks and Teaching Materials	Self-made teaching materials:Textbooks, Handouts Using teaching materials from other writers:Textbooks, Handouts
References	
Grading Policy	<ul style="list-style-type: none"> ◆ Attendance : 20.0 % ◆ Mark of Usual : 20.0 % ◆ Midterm Exam : 20.0 % ◆ Final Exam : 20.0 % ◆ Other 〈Class activities〉 : 20.0 %
Note	<p>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 .</p> <p>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</p>