

Tamkang University Academic Year 113, 1st Semester Course Syllabus

Course Title	BUSINESS ENGLISH	Instructor	LIU, PEI-HSUN
Course Class	TFLAB4A DEPARTMENT OF ENGLISH (ENGLISH-TAUGHT PROGRAM), 4A	Details	<ul style="list-style-type: none"> ◆ General Course ◆ Selective ◆ One Semester ◆ 2 Credits
Relevance to SDGs	SDG4 Quality education		
Departmental Aim of Education			
<p>I. Cultivate diverse research specialists with abilities in language, literature, culture, and English teaching.</p> <p>II. Carry on and further the excellent tradition of domestic language instruction and literary research to be a department contributing equally to research and language teaching.</p> <p>III. Foster a holistic learning process by putting equal emphasis on language and literature, theory and practice.</p> <p>IV. Strategies</p> <ol style="list-style-type: none"> 1. Train students' abilities in five skills: English listening, speaking, reading, writing and translation. 2. Promote technologicalization and internationalization. 3. Upgrade the quality and quantity of those students who participate in the Junior Year Abroad program. 4. Launch a common English Proficiency Test and enhance students' competitiveness in the job market. 5. Enrich international video conferencing. 6. Promulgate such areas of research as English and American literature, cultural studies, ecocriticism, and English Teaching. 			
Subject Departmental core competences			
<ol style="list-style-type: none"> A. Strengthen students' abilities in English listening, speaking, reading, writing and translation. (ratio:20.00) B. Develop students' critical thinking skills in an English language learning context.(ratio:20.00) C. Strengthen students' workplace English ability.(ratio:25.00) D. Develop students' professional abilities in linguistics and English teaching.(ratio:25.00) E. Develop students' ability to appreciate Anglophone and Western literatures in cultural and historical contexts.(ratio:10.00) 			

Subject Schoolwide essential virtues

1. A global perspective. (ratio:20.00)
2. Information literacy. (ratio:10.00)
3. A vision for the future. (ratio:10.00)
4. Moral integrity. (ratio:10.00)
5. Independent thinking. (ratio:30.00)
6. A cheerful attitude and healthy lifestyle. (ratio:10.00)
7. A spirit of teamwork and dedication. (ratio:5.00)
8. A sense of aesthetic appreciation. (ratio:5.00)

Course Introduction

This course introduces students to basic English language practices in the workplace context. It aims to help students develop business English communication skills in the globalized community. Students will learn the conventions and expressions of business conversation and correspondence through discussion, short exercises and writing tasks. In addition, students will be engaged in contextualized, business-related scenarios where students speak, write and reply to each other through role playing activities.

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>1. To help students increase vocabulary learning and language expressions for workplace.</p> <p>2. To help students comprehend basic reading skills essential for workplace.</p> <p>3. To develop students' basic English writing skills essential for workplace.</p> <p>4. To equip students with basic speaking and listening skills essential for workplace.</p>	Cognitive
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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	Testing, Discussion(including classroom and online), Report(including oral and written), Activity Participation

Course Schedule

Week	Date	Course Contents	Note
1	113/09/09 ~ 113/09/15	Introduction	
2	113/09/16 ~ 113/09/22	Unit 2: Business Etiquette (Starting a conversation)	
3	113/09/23 ~ 113/09/29	Unit 2: Business Etiquette (Table manners)	
4	113/09/30 ~ 113/10/06	Unit 3: Sales (Making a cold call)	
5	113/10/07 ~ 113/10/13	Holiday (No class)	
6	113/10/14 ~ 113/10/20	Unit 3: Sales (Sales skills)	
7	113/10/21 ~ 113/10/27	Unit 4: Marketing (Discussing marketing strategy)	
8	113/10/28 ~ 113/11/03	Unit 4: Marketing (Cooperating with advertising agents)	
9	113/11/04 ~ 113/11/10	Midterm Exam/Midterm Assessment Week (teachers can adjust the week as needed)	
10	113/11/11 ~ 113/11/17	Unit 5: Trade show (Applying for a trade show with detailed information)	
11	113/11/18 ~ 113/11/24	Unit 5: Trade show (Making a big sale in a trade show)	
12	113/11/25 ~ 113/12/01	Unit 7: Negotiation skills	
13	113/12/02 ~ 113/12/08	Unit 7: Planning a negotiation strategy	

14	113/12/09~ 113/12/15	Unit 10: Customer service: Dealing with a complaint letter	
15	113/12/16~ 113/12/22	Unit 10: Customer service: Handling a dissatisfied customer	
16	113/12/23~ 113/12/29	Review	
17	113/12/30~ 114/01/05	Final Exam/Final Assessment Week (teachers can adjust the week as needed)	
18	114/01/06~ 114/01/12	Flexible Teaching Week: Generally, no in-person classes; teachers may arrange teaching activities or final assessments, among other options.	
Key capabilities			
Interdisciplinary			
Distinctive teaching			
Course Content		Logical Thinking	
Requirement			
Textbooks and Teaching Materials		Using teaching materials from other writers:Textbooks, Presentations	
References			
Grading Policy		<p>◆ Attendance : 20.0 % ◆ Mark of Usual : 20.0 % ◆ Midterm Exam : 20.0 %</p> <p>◆ Final Exam : 20.0 %</p> <p>◆ Other <Expansion activity> : 20.0 %</p>	

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>.

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