

Tamkang University Academic Year 113, 1st Semester Course Syllabus

Course Title	BUSINESS ENGLISH	Instructor	CHANG, CHIEH-YING
Course Class	TFLXB4P DEPARTMENT OF ENGLISH, 4P	Details	<ul style="list-style-type: none"> ◆ General Course ◆ Selective ◆ 1st Semester ◆ 2 Credits
Relevance to SDGs	SDG4 Quality education SDG5 Gender equality SDG8 Decent work and economic growth SDG12 Responsible consumption and production		
Departmental Aim of Education			
<ol style="list-style-type: none"> I. Cultivate diverse research specialists with abilities in language, literature, culture, and English teaching. 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. III. Foster a holistic learning process by putting equal emphasis on language and literature, theory and practice. IV. Strategies <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

Welcome to Business English. This course is designed to enhance your English language skills in a professional context, focusing on the vocabulary, expressions, and communication strategies needed in the business world. Through practical scenarios, case studies, and interactive simulations, you will learn to negotiate, present, and correspond effectively with colleagues and clients globally. Whether you're preparing for an international career or looking to refine your professional communication, this course will provide the tools necessary for business success.

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	The objective of the Business English course is to equip students with the linguistic and cultural competence required for effective communication in global business environments. Students will master business-specific vocabulary, develop skills in writing professional emails, reports, and proposals, and improve their ability to engage in negotiations and presentations. The course aims to enhance overall communicative confidence and professionalism in English.	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, Practicum, Experience, Imitation	Testing, Study Assignments, Practicum, Activity Participation

Course Schedule

Week	Date	Course Contents	Note
1	113/09/09 ~ 113/09/15	Introduction Week	
2	113/09/16 ~ 113/09/22	Chapter 2 Units 3 & 4	
3	113/09/23 ~ 113/09/29	Chapter 2 Units 5 & 6	
4	113/09/30 ~ 113/10/06	Chapter 2 Units 7 & 8	
5	113/10/07 ~ 113/10/13	Chapter 2 Units 9 & 10	
6	113/10/14 ~ 113/10/20	Chapter 3 Units 1 & 2	
7	113/10/21 ~ 113/10/27	Chapter 3 Units 3 & 4	
8	113/10/28 ~ 113/11/03	Chapter 3 Units 5 & 6	
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	Chapter 3 Units 7 & 8	
11	113/11/18 ~ 113/11/24	Chapter 3 Units 9	
12	113/11/25 ~ 113/12/01	Chapter 3 Units 10	
13	113/12/02 ~ 113/12/08	Chapter 3 Units 11	
14	113/12/09 ~ 113/12/15	Chapter 3 Units 12	
15	113/12/16 ~ 113/12/22	Chapter 3 Units 13	

16	113/12/23 ~ 113/12/29	Chapter 3 Units 14	
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	self-directed learning International mobility Information Technology Social Participation Problem solving Interdisciplinary		
Interdisciplinary	STEAM course (S:Science, T:Technology, E:Engineering, M:Math, A field:Integration of Art and Humanist) Competency-based education 'competency exploration' sustained competency or global issues STEEP (Society, Technology, Economy, Environment, and Politics) 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	Game-based learning courses Translation Teaching Course Special/Problem-Based(PBL) Courses Collaborative teaching (multiple teachers and business teachers in the school) course		
Course Content	Intellectual Property (learning intellectual property) Logical Thinking AI application		
Requirement			
Textbooks and Teaching Materials	Self-made teaching materials:Textbooks, Videos, Worksheets Using teaching materials from other writers:Textbooks, Videos, Worksheets		
References	Dignen, B. (2011). Communicating Across Cultures Student's Book with Audio CD. Cambridge University Press.		
Grading Policy	◆ Attendance : 20.0 % ◆ Mark of Usual : % ◆ Midterm Exam : 40.0 % ◆ Final Exam : 40.0 % ◆ Other < > : %		

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>
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