

Tamkang University Academic Year 113, 1st Semester Course Syllabus

Course Title	BUSINESS ESSENTIALS	Instructor	I-FANG HO
Course Class	TLFBB1A DIVISION OF GLOBAL COMMERCE, DEPARTMENT OF INTERNATIONAL BUSINESS (ENGLISH-TAUGHT PROGRAM), 1A	Details	<ul style="list-style-type: none"> ◆ General Course ◆ Required ◆ One Semester ◆ 3 Credits
Relevance to SDGs	<p>SDG3 Good health and well-being for people</p> <p>SDG11 Sustainable cities and communities</p> <p>SDG12 Responsible consumption and production</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

Introduction for the freshman students about basic concepts of business.

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	Understanding the basic concept of 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, Discussion(including classroom and online), Report(including oral and written), Activity Participation, group presentation

Course Schedule

Week	Date	Course Contents	Note
1	113/09/09 ~ 113/09/15	Objectives of Business	
2	113/09/16 ~ 113/09/22	Business Environment	

3	113/09/23 ~ 113/09/29	Entrepreneurship	
4	113/09/30 ~ 113/10/06	Entrepreneurship Case Study	
5	113/10/07 ~ 113/10/13	Global Competition	
6	113/10/14 ~ 113/10/20	Global Competition	
7	113/10/21 ~ 113/10/27	Factors Influencing Managerial Ethics	
8	113/10/28 ~ 113/11/03	Basic Forms of Business Ownership	
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	Visiting and Observing the business	Visiting and Observing the business
11	113/11/18 ~ 113/11/24	SWOT Analysis	
12	113/11/25 ~ 113/12/01	SWOT Analysis	
13	113/12/02 ~ 113/12/08	Management Pyramid	
14	113/12/09 ~ 113/12/15	How to Make Jobs Fit Your Company	
15	113/12/16 ~ 113/12/22	Tips for Motivating Employees	
16	113/12/23 ~ 113/12/29	Marketing Strategies	
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.	Online Class
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		Project implementation course Collaborative teaching (multiple teachers and business teachers in the school) course	

Course Content	Logical Thinking Sustainability issue
Requirement	
Textbooks and Teaching Materials	Using teaching materials from other writers:Textbooks
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 〈Group Presentation〉 : 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>