

## Tamkang University Academic Year 113, 1st Semester Course Syllabus

Course Title	BUSINESS ESSENTIALS	Instructor	PEI-CHUN CHEN
Course Class	TLFBB1B DIVISION OF GLOBAL COMMERCE, DEPARTMENT OF INTERNATIONAL BUSINESS (ENGLISH-TAUGHT PROGRAM), 1B	Details	<ul style="list-style-type: none"> <li>◆ General Course</li> <li>◆ Required</li> <li>◆ One Semester</li> <li>◆ 3 Credits</li> </ul>
Relevance to SDGs	SDG3 Good health and well-being for people SDG11 Sustainable cities and communities SDG16 Peace, justice and strong institutions SDG17 Partnerships for the goals		
<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:30.00) B. Consisting of Globalization, Information-Oriented and Future-Oriented education. (ratio:20.00) C. Producing graduates with capability of foreseeing and analyzing the development of Global Economy.(ratio:20.00) D. Breeding professionals with expertise in Marketing and Financial Management.(ratio:30.00)			
<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:10.00) 4. Moral integrity. (ratio:10.00) 5. Independent thinking. (ratio:10.00) 6. A cheerful attitude and healthy lifestyle. (ratio:5.00)			

7. A spirit of teamwork and dedication. (ratio:20.00)

8. A sense of aesthetic appreciation. (ratio:10.00)

**Course Introduction**

This course will offer a comprehensive overview of fundamental business concepts and practical skills. It addresses key areas of modern business operations, including management, marketing, finance, and business ethics. Designed with a practical approach, this course equips students with core business concepts and their applications in real-world scenarios. Whether for aspiring business leaders or professionals, it provides a solid theoretical foundation and practical skills essential for career 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	1. Understand Core Business Concepts. 2. Apply Practical Skills. 3. Analyze Business Operations. 4. Enhance Problem-Solving Abilities. 5. Develop Ethical and Effective Leadership. 6. Prepare for Career Success.	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	Discussion, Experience	Testing, Discussion(including classroom and online), Report(including oral and written)

**Course Schedule**

Week	Date	Course Contents	Note
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1	113/09/09 ~ 113/09/15	Chapter 1 The U. S. Business Environment	
2	113/09/16 ~ 113/09/22	Chapter 2 Understanding Business Ethics and Social Responsibility	
3	113/09/23 ~ 113/09/29	Chapter 3 Entrepreneurship, New Ventures, and Business Ownership	
4	113/09/30 ~ 113/10/06	Chapter 4 Understanding the Global Context of Business	
5	113/10/07 ~ 113/10/13	Chapter 5 Managing the Business	
6	113/10/14 ~ 113/10/20	Chapter 6 Organizing the Business	
7	113/10/21 ~ 113/10/27	Chapter 7 Operations Management and Quality	
8	113/10/28 ~ 113/11/03	Chapter 8 Employee Behavior and Motivation	
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 9 Leadership and Decision Making	
11	113/11/18 ~ 113/11/24	Chapter 10 Human Resource Management and Labor Relations	
12	113/11/25 ~ 113/12/01	Chapter 11 Marketing Processes and Consumer Behavior	
13	113/12/02 ~ 113/12/08	Chapter 12 Developing and Pricing Products	
14	113/12/09 ~ 113/12/15	Chapter 13 Distributing and Promoting Products + Chapter 14 Information Technology (IT) for Business	
15	113/12/16 ~ 113/12/22	Chapter 14 Information Technology (IT) for Business + Chapter 15 The Role of Accountants and Accounting Information	
16	113/12/23 ~ 113/12/29	Chapter 16 Understanding Money and the Role of Banking + Chapter 17 Managing Business Finances	
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	

Key capabilities	self-directed learning International mobility Information Technology Social Participation Humanistic Caring 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	
Course Content	Logical Thinking Sustainability issue
Requirement	1. Timely Assignments/Projects: Please submit all assignments and projects by their deadlines. 2. Respectful Communication: Please maintain respectful and professional communication with peers and instructors. 3. Attendance: Please regular attendance is essential for understanding course material and participating in activities.
Textbooks and Teaching Materials	Self-made teaching materials:Presentations, Videos Using teaching materials from other writers:Textbooks, Presentations, Videos
References	Business Essentials, 11th Edition, Written by Ronald Ebert & Ricky Griffin
Grading Policy	◆ Attendance : 10.0 %   ◆ Mark of Usual : 10.0 %   ◆ Midterm Exam : 30.0 % ◆ Final Exam : 30.0 % ◆ Other < Assignments/Projects > : 20.0 %
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>