

Tamkang University Academic Year 113, 2nd Semester Course Syllabus

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| Course Title | INTERNATIONAL BUSINESS MANAGEMENT | Instructor | I-FANG HO |
| Course Class | TLFBB2A DIVISION OF GLOBAL COMMERCE, DEPARTMENT OF INTERNATIONAL BUSINESS (ENGLISH-TAUGHT PROGRAM), 2A | Details | <ul style="list-style-type: none"> ◆ General Course ◆ Required ◆ One Semester ◆ 3 Credits |
| Relevance to SDGs | <p>SDG8 Decent work and economic growth</p> <p>SDG9 Industry, Innovation, and Infrastructure</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:30.00)</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:20.00)</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:15.00)</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:15.00)

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

Course
Introduction

We introduce the basic concept and theory of IB and practical cases.

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 | To understand the basic theory of IB, and discussion of business case. | 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) |

Course Schedule

| Week | Date | Course Contents | Note |
|------|--------------------------|--------------------------------------|------|
| 1 | 114/02/17 ~ 114/02/23 | Introduction | |
| 2 | 114/02/24 ~ 114/03/02 | Understanding the global environment | |
| 3 | 114/03/03 ~ 114/03/09 | IB theory | |

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| 4 | 114/03/10 ~ 114/03/16 | IB Theory | |
| 5 | 114/03/17 ~ 114/03/23 | IB Strategy | |
| 6 | 114/03/24 ~ 114/03/30 | IB Strategy | |
| 7 | 114/03/31 ~ 114/04/06 | Global and Regional Integration | |
| 8 | 114/04/07 ~ 114/04/13 | Global and Regional Integration | |
| 9 | 114/04/14 ~ 114/04/20 | Midterm Exam/Midterm Assessment Week (teachers can adjust the week as needed) | |
| 10 | 114/04/21 ~ 114/04/27 | Culture | |
| 11 | 114/04/28 ~ 114/05/04 | Culture | |
| 12 | 114/05/05 ~ 114/05/11 | Culture | |
| 13 | 114/05/12 ~ 114/05/18 | Entry Strategy | |
| 14 | 114/05/19 ~ 114/05/25 | Entry Strategy | |
| 15 | 114/05/26 ~ 114/06/01 | Global Marketing | |
| 16 | 114/06/02 ~ 114/06/08 | Global HR | |
| 17 | 114/06/09 ~ 114/06/15 | Final Exam/Final Assessment Week (teachers can adjust the week as needed) | |
| 18 | 114/06/16 ~ 114/06/22 | Flexible Teaching Week: Generally, no in-person classes; teachers may arrange teaching activities or final assessments, among other options. | |
| Key capabilities | Social Participation Problem solving Interdisciplinary | | |
| Interdisciplinary | | | |
| Distinctive teaching | | | |
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| Course Content | Logical Thinking Environmental Safety Green Energy Sustainability issue |
| Requirement | |
| Textbooks and Teaching Materials | Self-made teaching materials:Textbooks, Presentations Using teaching materials from other writers:Textbooks, Presentations |
| References | |
| Grading Policy | ◆ Attendance : 20.0 % ◆ Mark of Usual : 20.0 % ◆ Midterm Exam : 20.0 % ◆ Final Exam : 20.0 % ◆ Other 〈group presentation〉 : 20.0 % |
| 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 . ※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications. |