

## Tamkang University Academic Year 113, 2nd Semester Course Syllabus

Course Title	INTERNATIONAL BUSINESS MANAGEMENT	Instructor	SUN, CHIA-CHI
Course Class	TLFBB2B DIVISION OF GLOBAL COMMERCE, DEPARTMENT OF INTERNATIONAL BUSINESS (ENGLISH-TAUGHT PROGRAM), 2B	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	SDG4 Quality education		
<b>Departmental Aim of Education</b>			
<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>			
<b>Subject Departmental core competences</b>			
<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>			
<b>Subject Schoolwide essential virtues</b>			
<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**

The course provides concepts of international business management, and to explain why globalization are important. The class emphasizes the applications and tactics by means of realistic cases rather than formal theories. Students are expected to be capable of explaining how business management applies to international real market and understand challenges and opportunities in international business management.

**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 let students understand how business management applies to international real market and understand challenges and opportunities in it.	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	Chapter 1:The Rise of Globalization	

3	114/03/03 ~ 114/03/09	Chapter 2: The Evolution of International Business	
4	114/03/10 ~ 114/03/16	CHAPTER 3 Regional Economic Integration	Small quiz 1
5	114/03/17 ~ 114/03/23	CHAPTER 4 The International Flow of Funds and Exchange Rates	
6	114/03/24 ~ 114/03/30	CHAPTER 5 The Cultural Environment	Small quiz 2
7	114/03/31 ~ 114/04/06	Holiday	
8	114/04/07 ~ 114/04/13	CHAPTER 5 The Cultural Environment	
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	CHAPTER 7 Corruption and Ethics in Global Business	
11	114/04/28 ~ 114/05/04	CHAPTER 7 Corruption and Ethics in Global Business	
12	114/05/05 ~ 114/05/11	CHAPTER 8 Entry Strategies in Global Business	Small quiz 3
13	114/05/12 ~ 114/05/18	CHAPTER 9 Control of Global Business	
14	114/05/19 ~ 114/05/25	Group report (G1-G3)	
15	114/05/26 ~ 114/06/01	Group report (G4-G6)	
16	114/06/02 ~ 114/06/08	Group report (G7-G9)	
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	Problem solving		
Interdisciplinary	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	Project implementation course		

Course Content	Logical Thinking
Requirement	<p>Course rules</p> <ol style="list-style-type: none"> <li>1. QR Code attendance system will be held in every class every week.</li> <li>2. Please form your own groups of 8-9 students. The teacher will not participate in the grouping. Please choose your group members carefully.</li> <li>3. Please send the group list to the teacher EMIAL before the third week of class.</li> <li>4. There will be group discussions and case discussions in class. Students are invited to participate in the physical class for discussion.</li> <li>5. This course has a midterm exam.</li> <li>6. The final exam for this course is to write and listen to the final report. The final report will be submitted during the final exam week.</li> <li>7. Photocopying of textbooks is prohibited.</li> <li>8. The way to submit the discussion for the usual course case group is to upload the discussion files to the iclass system.</li> <li>9. Other grading includes group discussions in each week's classes, individual homework assignments in each week's classes, and group final reports. Group discussions in each weekly class account for 5%, and individual homework in each weekly class account for 5%. The final report accounts for 40%.</li> </ol>
Textbooks and Teaching Materials	Using teaching materials from other writers:Textbooks
References	
Grading Policy	<p>◆ Attendance : 10.0 %    ◆ Mark of Usual :        %    ◆ Midterm Exam : 10.0 %</p> <p>◆ Final Exam : 10.0 %</p> <p>◆ Other 〈Report, Discussion, 〉 : 70.0 %</p>
Note	<p>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> .</p> <p><b>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</b></p>