

## Tamkang University Academic Year 114, 1st Semester Course Syllabus

Course Title	BUSINESS ENGLISH	Instructor	CHANG, CHIEH-YING
Course Class	TFLXB4P DEPARTMENT OF ENGLISH, 4P	Details	◆ General Course ◆ Selective ◆ 1st Semester ◆ 2 Credits
Relevance to SDGs	SDG4 Quality education SDG5 Gender equality SDG9 Industry, Innovation, and Infrastructure SDG17 Partnerships for the goals		
D e p a r t m e n t a l   A i m   o f   E d u c a t i o n			
<div>I . Cultivate diverse research specialists with abilities in language, literature, culture, and English teaching.</div> <div>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.</div> <div>III. Foster a holistic learning process by putting equal emphasis on language and literature, theory and practice.</div> <div>IV. Strategies</div> <div>1. Train students' abilities in five skills: English listening, speaking, reading, writing and translation.</div> <div>2. Promote technologicalization and internationalization.</div> <div>3. Upgrade the quality and quantity of those students who participate in the Junior Year Abroad program.</div> <div>4. Launch a common English Proficiency Test and enhance students' competitiveness in the job market.</div> <div>5. Enrich international video conferencing.</div> <div>6. Promulgate such areas of research as English and American literature, cultural studies, ecocriticism, and English Teaching.</div>			
S u b j e c t   D e p a r t m e n t a l   c o r e   c o m p e t e n c e s			
<div>A. Strengthen students' abilities in English listening, speaking, reading, writing and translation. (ratio:20.00)</div> <div>B. Develop students' critical thinking skills in an English language learning context.(ratio:20.00)</div> <div>C. Strengthen students' workplace English ability.(ratio:25.00)</div> <div>D. Develop students' professional abilities in linguistics and English teaching.(ratio:25.00)</div> <div>E. Develop students' ability to appreciate Anglophone and Western literatures in cultural and historical contexts.(ratio:10.00)</div>			

Subject Schoolwide essential virtues		
<div>1. A global perspective. (ratio:20.00)</div> <div>2. Information literacy. (ratio:10.00)</div> <div>3. A vision for the future. (ratio:10.00)</div> <div>4. Moral integrity. (ratio:10.00)</div> <div>5. Independent thinking. (ratio:30.00)</div> <div>6. A cheerful attitude and healthy lifestyle. (ratio:10.00)</div> <div>7. A spirit of teamwork and dedication. (ratio:5.00)</div> <div>8. A sense of aesthetic appreciation. (ratio:5.00)</div>		
Course Introduction	This Business English course equips students with essential communication skills for professional settings. Focus areas include business correspondence, presentations, negotiations, and cross-cultural communication. Through interactive activities, case studies, and real-world simulations, students will enhance their ability to express ideas clearly and effectively in English. The course prepares students for success in global business environments.	
<div>The correspondences between the course's instructional objectives and the cognitive, affective, and psychomotor objectives.</div> <div>Differentiate the various objective methods among the cognitive, affective and psychomotor domains of the course's instructional objectives.</div> <div>I. Cognitive : Emphasis upon the study of various kinds of knowledge in the cognition of the course's veracity, conception, procedures, outcomes, etc.</div> <div>II.Affective : Emphasis upon the study of various kinds of knowledge in the course's appeal, morals, attitude, conviction, values, etc.</div> <div>III.Psychomotor: Emphasis upon the study of the course's physical activity and technical manipulation.</div>		
No.	Teaching Objectives	objective methods
1	To develop students’ proficiency in business communication through practical exercises in writing, speaking, and professional etiquette. This course aims to enhance skills in drafting business documents, delivering presentations, and negotiating effectively in global business contexts. Emphasis is placed on cultural awareness, critical thinking, and language precision for real-world applications.	Cognitive

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, Discussion, Practicum, Experience	Testing, Practicum, Activity Participation
Course Schedule				
Week	Date	Course Contents		Note
1	114/09/15 ~ 114/09/21	Introduction week: Go-secure-the-textbook week		
2	114/09/22 ~ 114/09/28	Units 1 & 2		
3	114/09/29 ~ 114/10/05	Units 3 & 4		
4	114/10/06 ~ 114/10/12	Units 5 & 6		
5	114/10/13 ~ 114/10/19	Units 7 & 8		
6	114/10/20 ~ 114/10/26	Units 9 & 10		
7	114/10/27 ~ 114/11/02	Units 11 & 12		
8	114/11/03 ~ 114/11/09	Units 13 & 14		
9	114/11/10 ~ 114/11/16	Midterm exam		
10	114/11/17 ~ 114/11/23	Units 15 & 16		
11	114/11/24 ~ 114/11/30	Units 17 & 18		
12	114/12/01 ~ 114/12/07	Units 19 & 20		
13	114/12/08 ~ 114/12/14	Units 21 & 22		
14	114/12/15 ~ 114/12/21	Units 23 & 24		
15	114/12/22 ~ 114/12/28	Units 25 & 26		
16	114/12/29 ~ 115/01/04	Final Week of Diverse Assessments		
17	115/01/05 ~ 115/01/11	Final Week of Diverse Assessments/Flexible Teaching Week for Teachers		
18	115/01/12 ~ 115/01/18	Flexible Teaching Week for Teachers		

Key capabilities	self-directed learning International mobility Information Technology 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	USR curriculum Game-based learning courses Special/Problem-Based(PBL) Courses Collaborative teaching (multiple teachers and business teachers in the school) course
Course Content	Computer programming or Computer language (students have hands-on experience in related projects) Intellectual Property (learning intellectual property) Gender Equality Education Logical Thinking AI application
Requirement	Open with Conditions Generative AI Ethics Statement This course encourages students to use AI for collaboration and mutual learning to enhance course outcomes based on the principles of transparency and responsibility.  This course adopts the following policy: Conditionally open, please specify how generative AI is used in assignments or reports.  Students should briefly explain how they use generative AI in the course assignments or reports in the "footnote on the title page" or "after the references," such as for brainstorming, text polishing, or structural references. For "personal reflection reports" and "group interview assignments," the use of generative AI tools for writing is prohibited. If it is found that generative AI was used but not indicated in the assignment or report, the instructor, the university, or related units have the right to reevaluate the assignment of report or withhold scores. Students enrolled in this course agree to the above ethics statement.
Textbooks and Teaching Materials	Self-made teaching materials:Textbooks, Handwriting & Padlet Using teaching materials from other writers:Textbooks, Handwriting & Padlet
References	Dignen, B., Foster, L. (2020). Communicating in Business English 2. Compass Publishing
Grading Policy	◆ Attendance : 30.0 %    ◆ Mark of Usual :       %    ◆ Midterm Exam : 35.0 % ◆ Final Exam : 35.0 % ◆ Other <   > :       %

Note	<p>This syllabus may be uploaded at the website of Course Syllabus Management System at <a href="https://web2.ais.tku.edu.tw/csp">https://web2.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>※"Adhere to the concept of intellectual property rights" and "Do not illegally photocopy, download, or distribute." Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</p>
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