

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

Course Title	BUSINESS ESSENTIALS	Instructor	I-YA CHEN
Course Class	TLCAB1A DEPARTMENT OF BUSINESS ADMINISTRATION (ENGLISH-TAUGHT PROGRAM), 1A	Details	◆ Distance Learning Course ◆ Required ◆ One Semester ◆ 3 Credits
Relevance to SDGs	SDG4 Quality education		
Departmental Aim of Education			
I . Understand specialized knowledge. II. Train practical capabilities. III. Develop team work spirits. IV. Deepen professional ethics.			
Subject Departmental core competences			
A. To understand basic knowledge of business administration.(ratio:30.00) B. To have abilities to write business plans and utilize information technology to collect, analyze, and integrate data.(ratio:10.00) C. To communicate, negotiate, and collaborate to accomplish business projects by team work. (ratio:30.00) D. To integrate management and techology capabilities to solve business problems. (ratio:20.00) E. To recognize professional ethics and social responsibilities.(ratio:10.00)			
Subject Schoolwide essential virtues			
1. A global perspective. (ratio:10.00) 2. Information literacy. (ratio:30.00) 3. A vision for the future. (ratio:5.00) 4. Moral integrity. (ratio:5.00) 5. Independent thinking. (ratio:10.00) 6. A cheerful attitude and healthy lifestyle. (ratio:5.00) 7. A spirit of teamwork and dedication. (ratio:30.00)			

8. A sense of aesthetic appreciation. (ratio:5.00)

**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	ABCDE	12345678	Lecture, Discussion	Testing, Report(including oral and written)

**Course Schedule**

**Note for Distance Learning Course : Please clearly indicate synchronous and asynchronous courses.**

Week	Date	Course Contents	Note
1	114/09/15 ~ 114/09/21	The Global Business Environment	
2	114/09/22 ~ 114/09/28	Understanding Business Ethics and Social Responsibility	Online Class

3	114/09/29 ~ 114/10/05	Entrepreneurship, New Ventures, and Business Ownership	Online Class
4	114/10/06 ~ 114/10/12	Understanding the Global Context of Business	Online Class
5	114/10/13 ~ 114/10/19	Managing the Business	Online Class
6	114/10/20 ~ 114/10/26	Organizing the Business	Online Class
7	114/10/27 ~ 114/11/02	Midterm Exam/Midterm Assessment Week (teachers can adjust the week as needed)	
8	114/11/03 ~ 114/11/09	Operations Management and Quality	Online Class
9	114/11/10 ~ 114/11/16	Employee Behavior and Motivation	Online Class
10	114/11/17 ~ 114/11/23	Leadership and Decision Making	Online Class
11	114/11/24 ~ 114/11/30	Human Resource Management and Labor Relations	Online Class
12	114/12/01 ~ 114/12/07	Marketing Processes and Consumer Behavior	Online Class
13	114/12/08 ~ 114/12/14	Developing and Pricing Products	Online Class
14	114/12/15 ~ 114/12/21	Distributing and Promoting Products	Online Class
15	114/12/22 ~ 114/12/28	Information Technology (IT) for Business	Online Class
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	
Interdisciplinary		STEAM course (S:Science, T:Technology, E:Engineering, M:Math, A field:Integration of Art and Humanist)	
Distinctive teaching		Special/Problem-Based(PBL) Courses	

Course Content	Gender Equality Education Logical Thinking Environmental Safety 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.
Textbooks and Teaching Materials	Using teaching materials from other writers: Textbooks, Presentations
References	Business Essentials, 13th Edition, Written by Ronald Ebert & Ricky Griffin
Grading Policy	<p>◆ Attendance : 10.0 %    ◆ Mark of Usual : 10.0 %    ◆ Midterm Exam : 30.0 %</p> <p>◆ Final Exam : 30.0 %</p> <p>◆ Other 〈Assignments/Projects〉 : 20.0 %</p>
Note	<p>1. This syllabus may be uploaded at the website of the 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 the Course Syllabus Upload posted on the home page of the TKU Office of Academic Affairs <a href="http://www.acad.tku.edu.tw/CS/main.php">http://www.acad.tku.edu.tw/CS/main.php</a></p> <p>2. According to the Implementation regulations of distance education for junior college and above are prescribed pursuant to Article 2, "The distance learning course referred to in these Measures refers to more than one-half of the teaching hours in each subject."</p> <p>3. According to the regulations of Tamkang University Enforcement Rules for digital teaching, Paragraph 2 and Article 3, the distance learning course of our school must be "The course of digital teaching with distance learning platform or synchronous video system in our school. Teaching Hours include course lectures, teacher-student interaction discussions, quizzes and other learning activities."</p> <p>4. If there are any temporary course changes (including time changes and classroom changes of distance learning courses, blended courses), please make out an application according to regulations to the Office of Academic Affairs.</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>