

Tamkang University Academic Year 114, 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	◆ General Course ◆ Required ◆ One Semester ◆ 3 Credits
Relevance to SDGs	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			
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.			
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			
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)			
S u b j e c t S c h o o l w i d e e s s e n t i a l v i r t u e s			
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.			
<p>The correspondences between the course's instructional objectives and the cognitive, affective, and psychomotor objectives.</p> <p>Differentiate the various objective methods among the cognitive, affective and psychomotor domains of the course's instructional objectives.</p> <p>I. Cognitive : Emphasis upon the study of various kinds of knowledge in the cognition of the course's veracity, conception, procedures, outcomes, etc.</p> <p>II.Affective : Emphasis upon the study of various kinds of knowledge in the course's appeal, morals, attitude, conviction, values, etc.</p> <p>III.Psychomotor: Emphasis upon the study of the course's physical activity and technical manipulation.</p>				
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	Lecture, Discussion	Testing, Study Assignments, Discussion(including classroom and online)
Course Schedule				
Week	Date	Course Contents		Note
1	114/09/15 ~ 114/09/21	Chapter 1 The U. S. Business Environment		

2	114/09/22 ~ 114/09/28	Chapter 2 Understanding Business Ethics and Social Responsibility	
3	114/09/29 ~ 114/10/05	Chapter 3 Entrepreneurship, New Ventures, and Business Ownership	
4	114/10/06 ~ 114/10/12	Chapter 4 Understanding the Global Context of Business	
5	114/10/13 ~ 114/10/19	Chapter 5 Managing the Business	
6	114/10/20 ~ 114/10/26	Chapter 6 Organizing the Business	
7	114/10/27 ~ 114/11/02	Chapter 7 Operations Management and Quality	
8	114/11/03 ~ 114/11/09	Midterm Exam/Midterm Assessment Week [teacher (s) can adjust the week as needed]	
9	114/11/10 ~ 114/11/16	Chapter 8 Employee Behavior and Motivation + Chapter 9 Leadership and Decision Making	
10	114/11/17 ~ 114/11/23	Chapter 10 Human Resource Management and Labor Relations	
11	114/11/24 ~ 114/11/30	Chapter 11 Marketing Processes and Consumer Behavior	
12	114/12/01 ~ 114/12/07	Chapter 12 Developing and Pricing Products	
13	114/12/08 ~ 114/12/14	Chapter 13 Distributing and Promoting Products + Chapter 14 Information Technology (IT) for Business	
14	114/12/15 ~ 114/12/21	Chapter 14 Information Technology (IT) for Business + Chapter 15 The Role of Accountants and Accounting Information	
15	114/12/22 ~ 114/12/28	Chapter 16 Understanding Money and the Role of Banking + Chapter 17 Managing Business Finances	
16	114/12/29 ~ 115/01/04	Final Week of Diverse Assessments : Final W.1	
17	115/01/05 ~ 115/01/11	Final Week of Diverse Assessments/Flexible Teaching Week for Teachers : Final W.2	
18	115/01/12 ~ 115/01/18	Flexible Teaching Week for Teachers : Final W.3	
Key capabilities		self-directed learning International mobility Information Technology Social Participation Humanistic Caring Problem solving Interdisciplinary	

Interdisciplinary	<p>STEAM course (S:Science, T:Technology, E:Engineering, M:Math, A field:Integration of Art and Humanist)</p> <p>Competency-based education 'competency exploration' sustained competency or global issues STEEP (Society, Technology, Economy, Environment, and Politics)</p> <p>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</p>
Distinctive teaching	
Course Content	<p>Logical Thinking</p> <p>Sustainability issue</p>
Requirement	<p>1. Timely submission of assignments/reports/discussions: Please submit all assignments, reports, and discussions before the deadline [Deadline: Date + Time].</p> <p>2. Respect and communication: Please maintain respectful, professional, and rational communication with both peers and the professor.</p> <p>3. Attendance: Please maintain regular attendance to ensure a comprehensive understanding of the course content and active participation in activities.</p> <p>4. Course materials: Students should evaluate their own need for course materials. If required, please purchase them legally on your own.</p> <p>5. Rules of exam in this course:</p> <p>A. Make-up Exam Application</p> <p>B. Make-up Exam Grading Standard</p> <p>C. Exam Deadline</p>
Textbooks and Teaching Materials	Using teaching materials from other writers:Textbooks, Presentations, Videos
References	Business Essentials, 11th Edition, Written by Ronald Ebert & Ricky Griffin
Grading Policy	<p>◆ Attendance : 10.0 % ◆ Mark of Usual : 30.0 % ◆ Midterm Exam : 30.0 %</p> <p>◆ Final Exam : 30.0 %</p> <p>◆ Other < > : %</p>
Note	<p>This syllabus may be uploaded at the website of Course Syllabus Management System at https://web2.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.</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>