

Tamkang University Academic Year 114, 1st Semester Course Syllabus

Course Title	CROSS CULTURAL COMMUNICATION	Instructor	I-FANG HO
Course Class	TLFBB3A DIVISION OF GLOBAL COMMERCE, DEPARTMENT OF INTERNATIONAL BUSINESS (ENGLISH-TAUGHT PROGRAM), 3A	Details	♦ General Course ♦ Selective ♦ One Semester ♦ 2 Credits
Relevance to SDGs	SDG5 Gender equality SDG8 Decent work and economic growth SDG12 Responsible consumption and production SDG16 Peace, justice and strong institutions		
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:40.00) 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:10.00)			
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:15.00) 5. Independent thinking. (ratio:10.00) 6. A cheerful attitude and healthy lifestyle. (ratio:5.00)			

7. A spirit of teamwork and dedication. (ratio:15.00)

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

Course Introduction

By the discussion of culture, this course aims to understand culture and communication.

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	Understanding culture differences and communication.	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), Report(including oral and written), Activity Participation

Course Schedule

Week	Date	Course Contents	Note
1	114/09/15 ~ 114/09/21	Syllabus-Introduction	
2	114/09/22 ~ 114/09/28	Questionnaire before the class and Communication	

3	114/09/29 ~ 114/10/05	Introduction for the Model-Hofstede Structure	
4	114/10/06 ~ 114/10/12	Culture Introduction-Taiwanese Culture	
5	114/10/13 ~ 114/10/19	Culture Discussion- Chinese Culture	
6	114/10/20 ~ 114/10/26	Culture Introduction- Japanese Culture	
7	114/10/27 ~ 114/11/02	Culture Discussion- Korean Culture	
8	114/11/03 ~ 114/11/09	Culture Introduction - Indian Culture(Questionnaire before the mid-term)	
9	114/11/10 ~ 114/11/16	Midterm Exam/Midterm Assessment Week (teachers can adjust the week as needed)	
10	114/11/17 ~ 114/11/23	Observations and Communications	
11	114/11/24 ~ 114/11/30	Sharing and Feedback	
12	114/12/01 ~ 114/12/07	Culture and Communication: USA	
13	114/12/08 ~ 114/12/14	Culture and Communication: UK	
14	114/12/15 ~ 114/12/21	Culture and Communication: France	
15	114/12/22 ~ 114/12/28	Culture and Communication: Germany	
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	Online Class
18	115/01/12 ~ 115/01/18	Flexible Teaching Week for Teachers	Online Class, Interview with students
Key capabilities		self-directed learning	
Interdisciplinary		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		Project implementation course	

Course Content	Logical Thinking Sustainability issue
Requirement	
Textbooks and Teaching Materials	Self-made teaching materials:Presentations
References	
Grading Policy	<p>◆ Attendance : 20.0 % ◆ Mark of Usual : 20.0 % ◆ Midterm Exam : 20.0 %</p> <p>◆ Final Exam : 20.0 %</p> <p>◆ Other 〈Group Discussion〉 : 20.0 %</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>