

Tamkang University Academic Year 114, 2nd Semester Course Syllabus

Course Title	AI AND TOURISM ENGLISH	Instructor	JUAN, PIN-JU
Course Class	TRJXB1A DEPARTMENT OF GLOBAL POLITICS AND ECONOMICS (ENGLISH-TAUGHT PROGRAM), 1A	Details	◆ General Course ◆ Selective ◆ One Semester ◆ 3 Credits
Relevance to SDGs	SDG1 No poverty SDG9 Industry, Innovation, and Infrastructure		
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			
To be equipped with a basic knowledge of economics and political science, to develop confidence in communicating professionally and academically in English in matters related to the global political economy; to acquire the capability to conduct further research individually and collectively with others; and ultimately to prepare oneself to become professionals and leaders with a global perspective for the international arena.			
Subject Departmental core competences			
A. Provide essential analytical abilities in the area of politics and economics(ratio:5.00) B. Provide knowledge and skills to understand the current global issues(ratio:50.00) C. Develop a high level of proficiency in verbal and written English required in the course of study and for communication purposes(ratio:5.00) D. Develop ability to pursue research independently as well as in teams(ratio:35.00) E. Provide basic knowledge on Taiwan's political and economic development(ratio:5.00)			
Subject Schoolwide essential virtues			
1. A global perspective. (ratio:20.00) 2. Information literacy. (ratio:30.00) 3. A vision for the future. (ratio:25.00) 4. Moral integrity. (ratio:5.00) 5. Independent thinking. (ratio:5.00) 6. A cheerful attitude and healthy lifestyle. (ratio:5.00) 7. A spirit of teamwork and dedication. (ratio:5.00) 8. A sense of aesthetic appreciation. (ratio:5.00)			

Course Introduction	This course integrates AI technology to enhance the development of effective English language and interpersonal skills in the hotel and tourism industries. In today' s globalized workforce, where communication between employees and the public is constant, proficiency in English is essential. Designed for intermediate-level learners, this practical, module-based course focuses on the context of the hotel and tourism sectors, equipping students with language skills in real-world workplace settings.			
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	The objective of this course is to equip intermediate-level learners with the English language and interpersonal communication skills necessary to succeed in the hotel and tourism industries, using AI-enhanced tools to facilitate practical, professional language development.			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, Practicum	Discussion(including classroom and online), Practicum, Report(including oral and written), Activity Participation
Course Schedule				
Week	Date	Course Contents		Note
1	115/02/23 ~ 115/03/01	Introduction to the course		
2	115/03/02 ~ 115/03/08	Greeting and Self-Introduction		

3	115/03/09 ~ 115/03/15	Giving directions and offering apologies	
4	115/03/16 ~ 115/03/22	Offering orders and date, time expression	
5	115/03/23 ~ 115/03/29	Giving locations and directions	
6	115/03/30 ~ 115/04/05	Giving weather information	
7	115/04/06 ~ 115/04/12	Front desk: booking and checking-in	
8	115/04/13 ~ 115/04/19	Front desk: package service and lost found	
9	115/04/20 ~ 115/04/26	Midterm Exam/Midterm Assessment Week (teachers can adjust the week as needed)	
10	115/04/27 ~ 115/05/03	Front desk: laundry and transportation services	
11	115/05/04 ~ 115/05/10	Housekeeping and room services	
12	115/05/11 ~ 115/05/17	Elevator and phone calls	
13	115/05/18 ~ 115/05/24	Front desk: messages and international phone calls	
14	115/05/25 ~ 115/05/31	Restaurant: receiving guests	
15	115/06/01 ~ 115/06/07	Room service: taking orders and delivering meals	
16	115/06/08 ~ 115/06/14	Final Week of Diverse Assessments	
17	115/06/15 ~ 115/06/21	Final Week of Diverse Assessments/Flexible Teaching Week for Teachers	
18	115/06/22 ~ 115/06/28	Flexible Teaching Week for Teachers	
Key capabilities		self-directed learning	
Interdisciplinary		Competency-based education 'competency exploration' sustained competency or global issues STEEP (Society, Technology, Economy, Environment, and Politics)	
Distinctive teaching		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)
Requirement	
Textbooks and Teaching Materials	Self-made teaching materials:Handouts Using teaching materials from other writers:Handouts
References	
Grading Policy	<p>◆ Attendance : 5.0 % ◆ Mark of Usual : 10.0 % ◆ Midterm Exam : 25.0 %</p> <p>◆ Final Exam : 35.0 %</p> <p>◆ Other 〈group projects〉 : 25.0 %</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>