

National Taiwan Normal University Online Course Teaching Plan

Instructions: According to **Article 6 of the Implementation Regulations Regarding Distance Learning by Universities**, Departments/Programs offering distance learning courses, shall present a course plan and submit it for approval by the university-level academic affairs committee. The course plan referred to in the preceding paragraph shall set forth learning objectives, the target student group, a course outline, teaching methods, interactive student-teacher discussion, grading and course requirements. The course plan shall be posted on the Internet.

1. **Chinese Course Name:** 商業英語寫作及溝通

2. **English Course Name:** Practical Business English Writing & Communication

3. **Course start date:** Fall semester of 2024

4. **Course review submission record**(☒ if applicable):

☐ (1) It is a new online course or an existing face-to-face course switching to online course in this semester

☒ (2) It is an existing online course; the latest University's Course Committee approval was in the Fall semester of 2020

☐ (2. 1) The 5-year validity period has expired; a new application is required.

☐ (2. 2) In case of a major change in the original approved course or if the revision ratio exceeds 30%, reapplication is required.

5. **Basic Course Information** (☒ if applicable)

(1)	Instructor Name & Title	李耀宗 Edward Y. Lee, Assistant Professor
(2)	Instructor Sources	<input checked="" type="checkbox"/> Appointed by Departments <input type="checkbox"/> Appointed by General Education Center <input type="checkbox"/> Both of Above <input type="checkbox"/> Others:
(3)	College/Department/Center	Graduate Institute of Global Business and Strategy
(4)	School System	<input type="checkbox"/> Undergraduate Program <input checked="" type="checkbox"/> Master's Program <input type="checkbox"/> BA/MA Joint Course <input type="checkbox"/> MA/PhD Joint Course <input type="checkbox"/> PhD Program <input type="checkbox"/> Continuing Education Master's Program
(5)	Program Type	<input checked="" type="checkbox"/> Full-time Program <input type="checkbox"/> Part-time Program <input type="checkbox"/> Others:
(6)	Course Type	<input type="checkbox"/> Common Courses <input type="checkbox"/> General Courses <input type="checkbox"/> School Required Courses <input checked="" type="checkbox"/> Professional Courses <input type="checkbox"/> Educational Courses <input type="checkbox"/> Other:
(7)	Required Courses	<input type="checkbox"/> University-required <input type="checkbox"/> College-required <input checked="" type="checkbox"/> Graduate Institute-required <input type="checkbox"/> Department-required <input type="checkbox"/> Others:
(8)	Course Duration	<input checked="" type="checkbox"/> One Semester (half year) <input type="checkbox"/> Two Semesters (one year) <input type="checkbox"/> Others:
(9)	Required/Elective Course	<input type="checkbox"/> Required <input checked="" type="checkbox"/> Elective <input type="checkbox"/> Others:
(10)	Course Credits	3

(11)	Average of Face-to-Face Teaching Hours Per Week	_3_ hour(s)/week (Divide the total "face-to-face teaching" hours, including the hours of face-to-face teaching and synchronous teaching, by the total number of course weeks.)
(12)	Number of Classes	1
(13)	Estimated Total Number of Students	40
(14)	EMI Courses	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
(15)	Type of Cooperation with Domestic/Foreign Universities (omit if inapplicable)	1. Cooperative University: _____; Department/Institute: _____ Instructor Name: _____; Course Name: _____; Number of Students: _____ 2. <input type="checkbox"/> Partner University <input type="checkbox"/> Dual-Degree Program <input type="checkbox"/> Global Virtual Classroom Course <input type="checkbox"/> Others: _____
(16)	Course Platform Website (asynchronous teaching is required)	NTNU online learning platform: https://moodle.ntnu.edu.tw/
(17)	Syllabus Website	http://courseap.itc.ntnu.edu.tw/acadmOpenCourse/index.jsp

6. Course Teaching Design and Implementation Method

(1)	Course Goals	Upon completion of the subject, students will be able to: 1) Use English freely to write business letters and communicate. 2) Use appropriate English wordings and grammar in English writings and conversation. 3) Use English freely as the second language to express your own ideas.								
(2)	Target Student Group	Graduate Institute Students of Global Business and Strategy								
(3)	Prerequisite(s)	Can read English Newspapers without any problem								
(4)	<p>Course Content Outline: The followings take 16 weeks per semester for example:</p> <table border="1"> <tr> <th rowspan="2">Face-to-Face Teaching</th><th colspan="2">Distance learning</th></tr> <tr> <th>Synchronous</th><th>Asynchronous</th></tr> <tr> <td>at least 2 weeks</td><td>at least 3 weeks</td><td>at least 8 weeks</td></tr> </table> <p>Note: If the online course is offered with cooperative universities, it is not subject to the above teaching hours allocation.</p>		Face-to-Face Teaching	Distance learning		Synchronous	Asynchronous	at least 2 weeks	at least 3 weeks	at least 8 weeks
Face-to-Face Teaching	Distance learning									
	Synchronous	Asynchronous								
at least 2 weeks	at least 3 weeks	at least 8 weeks								

	Week	Topics (If there are multiple instructors, please specify instructor names in each week)	Learning Objectives (From the perspective of students)	Teaching Interactive Design (Multiple choices allowed)	Testing/Evaluation Activities (Multiple choices allowed. Choose "None" if not designed for the week.)	Teaching Method and Hours (fill-in the number of hours, omit if none)		
						Face-to-Face Teaching	Distance learning	
							Synchronou s	Asynchronou s
	1	Introduction	Understand the course expectation and details	<input checked="" type="checkbox"/> Topic discussion <input checked="" type="checkbox"/> Peer review	<input checked="" type="checkbox"/> None		3	
	2	Communicating for Professional Success	Determine professional communication standards	<input checked="" type="checkbox"/> Topic discussion <input checked="" type="checkbox"/> Group discussion <input checked="" type="checkbox"/> Peer review	<input checked="" type="checkbox"/> <u>Individual</u> report		3	
	3	Culture, Diversity, and Global Engagement	Understand different cultures	<input checked="" type="checkbox"/> Topic discussion <input checked="" type="checkbox"/> Group discussion <input checked="" type="checkbox"/> Peer review	<input checked="" type="checkbox"/> <u>Individual</u> report		3	
	4	Verbal and Nonverbal Messages	Understand difference between verbal and nonverbal messages	<input checked="" type="checkbox"/> Topic discussion <input checked="" type="checkbox"/> Group discussion <input checked="" type="checkbox"/> Peer review	<input checked="" type="checkbox"/> <u>Individual</u> report		3	
	5	Listening and Learning	Understand how to listen	<input checked="" type="checkbox"/> Topic discussion <input checked="" type="checkbox"/> Group discussion <input checked="" type="checkbox"/> Peer review	<input checked="" type="checkbox"/> <u>Individual</u> report		3	
	6	Perspective Taking	Understand perception and misperception	<input checked="" type="checkbox"/> Topic discussion <input checked="" type="checkbox"/> Group discussion <input checked="" type="checkbox"/> Peer review	<input checked="" type="checkbox"/> <u>Individual</u> report		3	
	7	Effective Communication	How to communicate effectively	<input checked="" type="checkbox"/> Topic discussion <input checked="" type="checkbox"/> Group discussion <input checked="" type="checkbox"/> Peer review	<input checked="" type="checkbox"/> <u>Individual</u> report		3	
	8	Effective Team Communication	Build effective team communication	<input checked="" type="checkbox"/> Topic discussion <input checked="" type="checkbox"/> Group discussion <input checked="" type="checkbox"/> Peer review	<input checked="" type="checkbox"/> <u>Individual</u> report		3	

		n						
	9	Effective Meetings	Handle meetings effectively	<input checked="" type="checkbox"/> Topic discussion <input checked="" type="checkbox"/> Group discussion <input checked="" type="checkbox"/> Peer review	<input checked="" type="checkbox"/> Individual report		3	
	10	Career Communication	Develop a suitable career	<input checked="" type="checkbox"/> Topic discussion <input checked="" type="checkbox"/> Group discussion <input checked="" type="checkbox"/> Peer review	<input checked="" type="checkbox"/> Individual report		3	
	11	Interviewing Successfully (1)	Understand interview skills	<input checked="" type="checkbox"/> Topic discussion <input checked="" type="checkbox"/> Group discussion <input checked="" type="checkbox"/> Peer review	<input checked="" type="checkbox"/> Individual report		3	
	12	Interviewing Successfully (2)	Understand interview skills	<input checked="" type="checkbox"/> Topic discussion <input checked="" type="checkbox"/> Group discussion <input checked="" type="checkbox"/> Peer review	<input checked="" type="checkbox"/> Individual report		3	
	13	Public Speaking (1)	Understand public speaking skills	<input checked="" type="checkbox"/> Topic discussion <input checked="" type="checkbox"/> Peer review	<input checked="" type="checkbox"/> Individual report		3	
	14	Public Speaking (2)	Understand public speaking skills	<input checked="" type="checkbox"/> Topic discussion <input checked="" type="checkbox"/> Peer review	<input checked="" type="checkbox"/> Individual report		3	
	15	Presentation Skill	Understand presentation skills	<input checked="" type="checkbox"/> Topic discussion <input checked="" type="checkbox"/> Peer review	<input checked="" type="checkbox"/> Individual report		3	
	16	International Etiquette	Understand presentation skills	<input checked="" type="checkbox"/> Topic discussion <input checked="" type="checkbox"/> Group discussion <input checked="" type="checkbox"/> Peer review	<input checked="" type="checkbox"/> Group report		3	
(5)	Teaching Methods	<input checked="" type="checkbox"/> if included; multiple choices allowed <input checked="" type="checkbox"/> 1. Provide primary and supplementary materials for online courses <input type="checkbox"/> 2. Provide face-to-face teaching, number: ____ time(s), total hour(s): ____ hour(s) <input checked="" type="checkbox"/> 3. Provide synchronous teaching, number: <u>16</u> time(s), total hour(s): <u>48</u> hour(s) <input type="checkbox"/> 4. Provide asynchronous teaching, number: ____ time(s), total hour(s): ____ hour(s) <input checked="" type="checkbox"/> 5. Provide topic discussion activities <input checked="" type="checkbox"/> 6. Provide cooperative learning activities between students <input checked="" type="checkbox"/> 7. Mutual learning through students' works <input type="checkbox"/> 8. Others: (please specify)						
(6)	Learning Management System	Which moodle functions are used in this course? (<input checked="" type="checkbox"/> if included; multiple choices allowed) Note: For teachers and students from domestic or foreign universities who are participating in joint programs that require access to Moodle, please have the course instructor contact the platform manager at extensions						

	(moodle)	<p>5673 or 5579. E-mail: elearn@ntnu.edu.tw</p> <p> <input checked="" type="checkbox"/> 1. Personal data <input checked="" type="checkbox"/> 2. Course information <input checked="" type="checkbox"/> 3. Latest News release & browse <input checked="" type="checkbox"/> 4. Course materials viewing & download <input checked="" type="checkbox"/> 5. Grade system management & inquiry (omit if inapplicable) <input type="checkbox"/> 6. Perform online testing (omit if inapplicable) <input checked="" type="checkbox"/> 7. Learning information <input checked="" type="checkbox"/> 8. Interactive learning design (chat room or discussion area) <input type="checkbox"/> 9. Other related functions: (please specify) </p>
(7)	Public Information about Interactive Teaching	<p>Instructor Profile and Published Works: Edward Y. Lee</p> <p>Ph.D in Entrepreneurship, <i>Robert Gordon University, UK</i> M.Phil. in Political Science, <i>The University of Hong Kong, Hong Kong</i> M.A. in Marketing, <i>University of Alabama, USA</i> Diploma in Practical China Trade, <i>Peking University, PRC</i> B.A. in Political Science, <i>National Taiwan University, Taiwan</i></p> <p><u>Publications</u></p> <p>1. <i>The Role of Guanxi in Chinese Entrepreneurship</i>, Journal of Asia Entrepreneurship and Sustainability, Volume III, Issue 3, 2007 2. <i>From Tradition to Modern: Attitudes and Applications of Guanxi in Chinese Entrepreneurship</i>, Journal of Small Business and Enterprise Development, Vol. 15 Issue: 4, pp.775 – 787, 2008</p>
		Instructor E-mail: lee19991212@yahoo.com
		Online Office Hours (at least 1 hour per week): Tuesday 7-9, and by appointment
		Teaching Assistant's Name/E-mail (omit if inapplicable):
		Others(omit if inapplicable):
(8)	Course Material Production	<p>(<input checked="" type="checkbox"/> if included; multiple choices allowed)</p> <p><input checked="" type="checkbox"/> 1. Provide appropriate reminders of key points</p>

		<input checked="" type="checkbox"/> 2. Provide teaching-related examples <input checked="" type="checkbox"/> 3. Provide teaching-related exercises and reflective activities <input checked="" type="checkbox"/> 4. Provide supplementary teaching materials or online resources <input checked="" type="checkbox"/> 5. Provide instructions for self-directed learning <input checked="" type="checkbox"/> 6. Learning objectives are consistent with course goals <input type="checkbox"/> 7. Others:
(9)	Assignment Submission Method	<input checked="" type="checkbox"/> if included; multiple choices allowed) <input checked="" type="checkbox"/> 1. Provide online assignment content description <input checked="" type="checkbox"/> 2. Assignment file upload and download <input type="checkbox"/> 3. Others:
(10)	Assessment	<p>※ To comply with the spirit of online course design, please understand and agree to the contents of the following 3 items, and provide detailed description:</p> <input checked="" type="checkbox"/> 1. The course can provide evaluation results and feedback for each learning evaluation <input checked="" type="checkbox"/> 2. The evaluation has taken the students online learning history and participation level into account <input checked="" type="checkbox"/> 3. The percentage of each score is explained in detail below: Class participation 70% : a) Group discussion report 30% , b) Individual presentation 40% Business writing 30% (Final examination replacement)
(11)	Precautions for Class:	Students should actively participate in class discussion.
(12)	<p><u>Observe intellectual property rights in the creation of course content.</u></p> <p>※ Pay attention to any infringement of copyright or other rights in the creation of relevant teaching content.</p> <p>※ If the copyright for any part of the teaching content is owned by others and authorization has been obtained from the rights holder, please indicate the source of the material.</p>	