Business English Writing & Communication 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. **Course start date: 111 semester of 1 (academic year):**
2. **Course review submission record:**
    ☐**It is a new online course or an existing face-to-face course switchig to online course in this semester**
    ■**It is an existing online course; the latest University's Course Committee approval was in the 109semester of _1_ (academic year)**
       ■**Approved by the University's Course Committee and within the 5-year validity period.**
       ☐**The 5-year validity period has expired; a new application is required.**
       ☐**In case of a major change in the original approved course or if the revision ratio exceeds 30%, reapplication is required.**

3. **Basic Course Information** (check ✓ or ■ if applicable)

(1)	Chinese Course Title	Business English Writing & Communication
(2)	English Course Title	Business English Writing & Communication

(3)	Teaching Format	☐Asynchronous Distance Teaching
		■Synchronous Distance Teaching Broadcast University
		  Please fill-in the sign-off university and department for this course:
		  (1) University: Department:

(4)	Instructor Name & Title	李耀宗 Edward Y. Lee
(5)	Instructor Sources	☐Appointed by Departments ☐Appointed by General Education Center ☐Both of Above ■Others:
(6)	College/Department/Center	全球經營與策略研究所 Graduate Institute of Global Business and Strategy
(7)	School System	☐Undergraduate Program ■Master's Program ☐Undergraduate-master Program Joint Course ☐Undergraduate-postgraduate Joint Course ☐PhD Program ☐Continuing Education Master's Program
(8)	Program Type	■Full-time Program ☐Part-time Program ☐Others:
(9)	Course Type	☐Common Courses ☐General Courses ☐School Required Courses

		■Professional Courses ☐Educational Courses ☐ Other:
(10)	Required Courses	☐University-required ☐College-required ■Graduate Institute-required ☐Department-required ☐Others:
(11)	Course Duration	■One Semester (half year) ☐Two Semesters (one year) ☐Others:
(12)	Required/Elective Course	☐Required ■Elective ☐Others:
(13)	Course Credits	3
(14)	Face-to-Face Teaching Hours Per Week	3. hour(s)/week (For asynchronous distance teaching, fill-in the average of "face-to-face teaching" hours per week, which include the hours of face-to-face teaching and synchronous distance teaching. Divide the total "face-to-face teaching" hours by the total number of course weeks.)
(15)	Number of Classes	1
(16)	Estimated Total Number of Students	40
(17)	Fully English-Taught Course EMI Courses	■Yes ☐No
(18)	Cooperative Foreign University (Please fill-in the cooperative universities if applicable)	Names of foreign cooperative universities and departments/institutes: _____ ☐Domestic Broadcast ☐Domestic Sign-off ☐Overseas Special Program ☐Dual-Degree Program ☐Others:
(19)	Course Platform Website (asynchronous teaching is required)	NTNU online learning platform: https://moodle.ntnu.edu.tw/
(20)	Syllabus Website	http://courseap.itc.ntnu.edu.tw/acadmOpenCourse/index.jsp

4. 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 gramma in English writings and conversation. Use English fr
(2)	Target Student Group	Students who are interested in using English in their daily communication.
(3)	Prerequisite(s)	No

(4) Course Content Outline: Please fill in the weekly teaching content and course outline (multiple teaching methods can be selected and filled in, for example: If the weekly face-to-face teaching is 2 hours and asynchronous teaching is 1 hour, write 2 in the "face-to-face" field, write 1 in the "asynchronous" field, and leave the "synchronous" field blank)

Face-to-Face Teaching	Distance learning	
	Synchronous	Asynchronous
at least 2 weeks	**at least 3 weeks**	**at least 8 weeks**

Week	Topics	Learning Objectives (Brief Description)	Teaching Interactive Design (topic discussion, peer review, etc.)	Testing/Evaluation Activities (omit 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	
						Synchronous	Asynchronous
1	Communicating for Profession Success	Understand concept of professional English communication and writings	Students self-introduction	Nil		2 hrs. 50 mins	
2	Culture, Diversity, and Global Engagement	Understand different cultural in communication	Students talk about their own cultures	Nil		2 hrs. 50 mins	
3	Verbal and	Understand the	Discussion on	Nil		2 hrs.	

		#	Topic					Duration	
			Nonverbal Messages	effectiveness and differences between verbal and nonverbal messages	effectiveness and impact of nonverbal messages			50 mins	
		4	Listening and Learning	Understand the differences between listening and leaning	Students practice the difference between listening and learning	Nil		2 hrs. 50 mins	
		5	Perspective Taking	Understand perspective talking skills	Students practice perspective talking	Nil		2 hrs. 50 mins	
		6	Effective Communication	Understand how to communicate effectively	Students give examples to proof their communication skills	Nil		2 hrs. 50 mins	
		7	Effective Team Communication	Understand how to communicate effectively	Students give examples to proof their communication skills			2 hrs. 50 mins	
		8	Effective Meetings	Understand how to run effective meetings	Students design meeting agenda	Nil		2 hrs. 50 mins	
		9	Career Communication	Understand different career communication skills	Students talks about their career plans	Nil		2 hrs. 50 mins	
		10	Interviewing Successfully (1)	Understand how to conduct a successful interview	Role play	Nil		2 hrs. 50 mins	
		11	Interviewing Successfully (2)	Understand how to conduct a successful interview	Role play	Nil		2 hrs. 50 mins	

12	Public Speaking (1)	Understand skills of public speaking	Students give public speakings			2 hrs. 50 mins	
13	Public Speaking (2)	Understand skills of public speaking	Students give public speaking	Nil		2 hrs. 50 mins	
14	Presentation Skill (1)	Understand presentation skills	Students give a 3-min presentation	Nil		2 hrs. 50 mins	
15	Presentation Skill (2)	Understand presentation skills	Students give a 3-min presentation	Nil		2 hrs. 50 mins	
16	International Etiquette	Understand international etiquette	Students practice formal business greetings and etiquette	Nil		2 hrs. 50 mins	

(5)	Teaching Method	(if included, check ✓; multiple choices allowed) x■ 1. Provide primary and supplementary materials for online courses ■ 2. Provide online asynchronous teaching, number: _____ time(s), total hour(s): _____ hour(s) x■ 3. Have online teacher or online assistant ■ 4. Provide face-to-face teaching, number: _____ time(s), total hour(s): _____ hour(s) ■ 5. Provide online synchronous teaching, number: _____ time(s), total hour(s): _____ hour(s) x■ 6. Provide topic discussion activities x■ 7. Provide cooperative learning activities between students ■ 8. Other: (please specify)

(6)	Learning Management System	Does the content include the following roles and functions?
		(if included, check ✓; multiple choices allowed)
		1. For learning management system database management by the system administrator
		  x■ Personal data
		  x■ Course information
		  ☐ Other related information management functions
		2. Provide the necessary learning management system functions for teachers (teaching assistants) and students
		  x■ Latest News release, browse
		  x■ Textbook content design, viewing, download
		  x■ Grade system management & inquiry
		  ■ Perform online testing

		x■ Learning information releasing x■ Interactive learning design (chat room or discussion area) x■ Function presentation for various teaching activities ☐ Other related functions: (please specify)
(7)	Public Information about Interactive Teaching	Instructor Profile and Published Works (webpage link instructions can be attached): Ph.D in Entrepreneurship, *Robert Gordon University, UK* M.Phil. in Political Science, *The University of Hong Kong, Hong Kong* M.A. in Marketing, *University of Alabama, USA* Diploma in Practical China Trade, *Peking University, PRC* B.A. in Political Science, *National Taiwan University, Taiwan* **Publications** 1. *The Role of Guanxi in Chinese Entrepreneurship*, Journal of Asia Entrepreneurship and Sustainability, Volume III, Issue 3, 2007 2. *From Tradition to Modern: Attitudes and Applications of Guanxi in Chinese Entrepreneurship*, Journal of Small Business and Enterprise Development, Vol. 15 Issue: 4, pp.775 – 787, 2008
		Instructor E-mail: lee19991212@yahoo.com
		Online Office Hours (at least 1 hour per week):
		Teaching Assistant's Name/E-mail (omit if inapplicable):Tuesday 7-9, and by appointment
		Other(omit if inapplicable):
(8)	Course	(if included, check ✓; multiple choices allowed)

	Material Production	x■ 1. Provides appropriate reminders of key points x■ 2. Provides teaching-related examples x■ 3. Provides teaching-related exercises and reflective activities x■ 4. Provides supplementary teaching materials or online resources x■ 5. Provides instructions for self-directed learning x■ 6. Unit goals are consistent with course goals ☐ 7. Other:
(9)	Assignment Submission Method	(if included, check ✓; multiple choices allowed) x■ 1. Provides online assignment content description ■ 2. Online real-time assignment x■ 3. Assignment file upload and download ■ 4. Online testing ■ 5. Grade inquiry ☐ 6. Other:
(10)	Assessment Plan	※ **To comply with the spirit of online course design, you must understand and agree to the contents of the following 3 items, and provide detailed description after checking ✓ the box for item 3)** x■ 1. The course can provide evaluation results and feedback for each learning evaluation x■ 2. The evaluation has taken the students online learning history and participation level into account x■ 3. The percentage of each score is explained in detail below: (testing method and items, and their total score percentage)
(11)	Precautions for Class:	Students should actively participate in class discussion.
(12)		**Observe intellectual property rights in the creation of course content.** ※ Pay attention to any infringement of copyright or other rights in the creation of relevant teaching content. ※ 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.