

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 2026

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

(University's Course Committee approval in the Spring semester of 2025)

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

☐ (2. 1) The 5-year validity period has expired(109-1); 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	☒ Appointed by Departments ☐ Appointed by General Education Center ☐ Both of Above ☐ Others:
(3)	College/Department/Center	Graduate Institute of Global Business and Strategy
(4)	School System	☐ Undergraduate Program ☒ Master's Program ☐ BA/MA Joint Course ☐ MA/PhD Joint Course ☐ PhD Program ☐ Continuing Education Master's Program
(5)	Program Type	☒ Full-time Program ☐ Part-time Program ☐ Others:
(6)	Course Type	☐ Common Courses ☐ General Courses ☐ School Required Courses ☒ Professional Courses ☐ Educational Courses ☐ Other:
(7)	Required Courses	☐ University-required ☐ College-required ☒ Graduate Institute-required ☐ Department-required ☐ Others:
(8)	Course Duration	☒ One Semester (half year) ☐ Two Semesters (one year) ☐ Others:
(9)	Required/Elective Course	☐ Required ☒ Elective ☐ Others:
(10)	Course Credits	3

(11)	Average of Face-to-Face Teaching Hours Per Week	_1.5_ 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	☒ Yes ☐ 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. ☐ Partner University ☐ Dual-Degree Program ☐ Global Virtual Classroom Course ☐ 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 gramma 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)	Course Content Outline:							
	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	☐ Topic discussion ☐ Group discussion ☐ Peer review	☐ Tests ☐ Assignments ☐ _____ exam	3		

			details	☒ Instructor feedback ☐ Others:_____	☐ _____report ☐ Others:_____			
	2	Communicating for Professional Success	Determine professional communication standards	☒ Topic discussion ☐ Group discussion ☒ Peer review ☒ Instructor feedback ☐ Others:_____	☐ Tests ☒ Assignments ☐ _____ exam ☒ Individual report ☐ Others:_____		3	
	3	Culture, Diversity, and Global Engagement	Understand different cultures	☒ Topic discussion ☐ Group discussion ☒ Peer review ☒ Instructor feedback ☐ Others:_____	☐ Tests ☒ Assignments ☐ _____ exam ☒ Individual report ☐ Others:_____		3	
	4	Verbal and Nonverbal Messages	Understand difference between verbal and nonverbal messages	☒ Topic discussion ☐ Group discussion ☒ Peer review ☒ Instructor feedback ☐ Others:_____	☐ Tests ☒ Assignments ☐ _____ exam ☒ Individual report ☐ Others:_____			3
	5	Listening and Learning	Understand how to listen	☒ Topic discussion ☐ Group discussion ☒ Peer review ☒ Instructor feedback ☐ Others:_____	☐ Tests ☒ Assignments ☐ _____ exam ☒ Individual report ☐ Others:_____			3
	6	Perspective Taking	Understand perception and misperception	☒ Topic discussion ☐ Group discussion ☒ Peer review ☒ Instructor feedback ☐ Others:_____	☐ Tests ☒ Assignments ☐ _____ exam ☒ Individual report ☐ Others:_____			3
	7	Effective Communication	Understand how to communicate effectively	☒ Topic discussion ☐ Group discussion ☒ Peer review ☒ Instructor	☐ Tests ☒ Assignments ☐ _____ exam ☒ Individual report		3	

				feedback ☐ Others: _____ ☐ None				
8	Effective Team Communication	Build effective team communication	☒ Topic discussion ☐ Group discussion ☒ Peer review ☒ Instructor feedback ☐ Others: _____	☐ Tests ☒ Assignments ☐ _____ exam ☒ <u>Individual</u> report ☐ Others: _____ ☐ None		3		
9	Effective Meetings	Handle meetings effectively	☒ Topic discussion ☐ Group discussion ☒ Peer review ☒ Instructor feedback ☐ Others: _____	☐ Tests ☒ Assignments ☐ _____ exam ☒ <u>Individual</u> report ☐ Others: _____ ☐ None			3	
10	Career Communication	Develop a suitable career	☒ Topic discussion ☐ Group discussion ☒ Peer review ☒ Instructor feedback ☐ Others: _____	☐ Tests ☒ Assignments ☐ _____ exam ☒ <u>Individual</u> report ☐ Others: _____ ☐ None			3	
11	Interviewing Successfully (1)	Understand interview skills	☒ Topic discussion ☐ Group discussion ☒ Peer review ☒ Instructor feedback ☐ Others: _____	☐ Tests ☒ Assignments ☐ _____ exam ☒ <u>Individual</u> report ☐ Others: _____ ☐ None			3	
12	Interviewing Successfully (2)	Understand interview skills	☒ Topic discussion ☐ Group discussion ☒ Peer review ☒ Instructor feedback ☐ Others: _____	☐ Tests ☒ Assignments ☐ _____ exam ☒ <u>Individual</u> report ☐ Others: _____ ☐ None		3		
13	Public Speaking (1)	Understand public speaking skills	☒ Topic discussion ☐ Group discussion ☒ Peer review ☒ Instructor feedback ☐ Others: _____	☐ Tests ☒ Assignments ☐ _____ exam ☒ <u>Individual</u> report ☐ Others: _____		3		

				☐ Others: _____	☐ None			
	14	Public Speaking (2)	Understand public speaking skills	☒ Topic discussion ☐ Group discussion ☒ Peer review ☒ Instructor feedback ☐ Others: _____	☐ Tests ☒ Assignments ☐ _____ exam ☒ Individual report ☐ Others: _____ ☐ None			3
	15	Presentation Skill	Understand presentation skills	☒ Topic discussion ☐ Group discussion ☒ Peer review ☒ Instructor feedback ☐ Others: _____	☐ Tests ☒ Assignments ☐ _____ exam ☒ Individual report ☐ Others: _____ ☐ None			3
	16	International Etiquette	Understand presentation skills	☐ Topic discussion ☐ Group discussion ☐ Peer review ☒ Instructor feedback ☐ Others: _____	☐ Tests ☐ Assignments ☐ _____ exam ☐ _____ report ☐ Others: _____ ☒ None	3		
(5)	Teaching Methods		(☒ if included; multiple choices allowed) ☒ 1. Provide primary and supplementary materials for online courses ☒ 2. Provide face-to-face teaching, number: <u> 2 </u> time(s), total hour(s): <u> 6 </u> hour(s) ☒ 3. Provide synchronous teaching, number: <u> 6 </u> time(s), total hour(s): <u> 18 </u> hour(s) ☒ 4. Provide asynchronous teaching, number: <u> 8 </u> time(s), total hour(s): <u> 24 </u> hour(s) ☒ 5. Provide topic discussion activities ☒ 6. Provide cooperative learning activities between students ☒ 7. Mutual learning through students' works ☐ 8. Others: (please specify)					
(6)	Learning Management System (moodle)		Which moodle functions are used in this course? (☒ 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 5673 or 5579. E-mail: elearn@ntnu.edu.tw ☒ 1. Personal data ☒ 2. Course information ☒ 3. Latest News release & browse					

		☒ 4. Course materials viewing & download ☒ 5. Grade system management & inquiry (omit if inapplicable) ☐ 6. Perform online testing (omit if inapplicable) ☒ 7. Learning information ☒ 8. Interactive learning design (chat room or discussion area) ☐ 9. Other related functions: (please specify)
(7)	Public Information about Interactive Teaching	Instructor Profile and Published Works: Edward Y. Lee 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> <u>Publications</u> 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 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	☒ if included; multiple choices allowed ☒ 1. Provide appropriate reminders of key points ☒ 2. Provide teaching-related examples ☒ 3. Provide teaching-related exercises and reflective activities ☒ 4. Provide supplementary teaching materials or online resources ☒ 5. Provide instructions for self-directed learning ☒ 6. Learning objectives are consistent with course goals ☐ 7. Others:
(9)	Assignment Submission	☒ if included; multiple choices allowed ☒ 1. Provide online assignment content description

	Method	☒ 2. Assignment file upload and download ☐ 3. Others:
(10)	Assessment	※ 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: ☒ 1. The course can provide evaluation results and feedback for each learning evaluation ☒ 2. The evaluation has taken the students online learning history and participation level into account ☒ 3. The percentage of each score is explained in detail below: Class participation 50% - Attendance 10% 、 class performance(such as speaking or messages) 40% Individual Assignment /Report 50%.
(11)	Precautions for Class:	Students should actively participate in class discussion.
(12)	<u>Observe intellectual property rights in the creation of course content.</u> ※ 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.	