



中信金融管理學院
CTBC BUSINESS SCHOOL

COURSE DESCRIPTION OF ENGLISH-TAUGHT COURSES Fall and Spring Semester 2020

- Academic term
 - Fall semester: Mid-September to January
 - Spring semester: Mid-February to June
- Credit System

All the courses bear two credits, and one credit equals 18 teaching hours
- Junior and senior years can take MBA courses with the consents of lecturers

2020 Fall SEMESTER

Undergraduate Program

Course name Accounting

This course is aiming to develop:

1. Ability to analyze, report and explain corporate activities: students will learn to use the law of lending to analyze corporate transactions, understand the accounting cycle, and be able to easily analyze corporate financial statements.
2. Ability to understand and apply auditing standards: students need to understand the basic principles of accounting and generally accepted accounting principles.

Course name Consumer Behavior

The course introduces the basic accounting concepts, principles, and techniques used in recording business transactions. The accounting cycle, the measurement of income and valuation problems, reporting of financial position and results of operations for business enterprise are explored. Students will apply these concepts to the banking industry to improve customer satisfaction and profitability.

Course name Economics

The course is aiming to help the student knowing the principles of economic issues, and able to apply economic perspective and reason when reviewing economic matters, and to promote interests in economics and the economy.

Course name Financial Marketing

To provide students with superior analytical and marketing skills across various financial asset classes, such as stocks, bonds, foreign exchange, commodities and emerging ones such as cryptocurrencies.

Course name Financial Technology and Innovation

This course aims to equip students with fundamental knowledge of financial technology and artificial intelligence. Moreover, the instructor will discuss the impact of these rapidly evolving disciplines on financial markets and their key players. In addition, this course will attempt to analyze the impact of emerging technologies such as quantum computing on the modus operandi of financial institutions.

Course name Geopolitics and International Finance

The final goal of course is to enhance students' understanding in thinking strategically when it comes to domestic/international politics and diplomacy, international finance, trade and investment, and the development in economics and industries. Students will cultivate way of thinking with geopolitical approach which will be critically essential in order to come up with business/public strategies for international business/public leaders today.

Course name International Trade Law

This course provides students with the legal background necessary to comply with the regulatory requirements in international trade. It covers the legal aspects of the World Trade Organization framework and the market access in financial services as well as the concept of One Belt One Road. Students are expected to make a comparative study between the legal concepts presented in this course and the current legislation of the Republic of China from the international perspectives.

Course name	Investment
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The course is designed for students pursuing careers within the investment community and financial markets, including professional money management careers (i.e., with investment counseling firms, mutual funds, etc.), investment banking careers, institutional sales and trading careers, and general financial careers. This also includes students interested in the dynamics of financial markets and in the analysis of investments and securities trading in competitive financial markets.

Course name	Southeast Asia Economy
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This course is designed for students to compare the experiences of the fast-growing East Asian countries such as Taiwan, Korea, Japan, China, and ASEAN economies. The common features of East Asian economic growth are identified and the peculiar characteristics of each country's growth experiences are contrasted. The background in introduction level microeconomics and macroeconomics will turn out to be very helpful throughout the class.

Course name	Service Marketing
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The goal of the course is aiming to explore the theory and application of service marketing and management systematically. Making sure the students owing the following capabilities is what truly emphasized in this course: To analysis of important concepts; to explain the practical value of academic theory with domestic and foreign examples and life experiences; to enhance students' interest in service industry marketing issues and to cultivate students' ability in analyzing and solving marketing and management problems in the service industry. The course includes service connotation, service-related characteristics, service and customer relationship and other related content.

Course name	Business English
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Course type	Liberal Arts Courses
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The goal of this course is to equip students with vocabulary and skills used in an international business setting. By the end of this course, students will be able to apply for a job, succeed in an interview, conduct cross-cultural analyses, participate in work teams and produce a team project, and address international clients.

Course name	Business Document Writing
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Course type	Liberal Arts Courses
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The course is designed to hone the necessary skills and competencies required by the industry. Specifically, it has three basic objectives:

1. Develop clarity, precision, maturity in spoken and written communication;
2. Focus attention on the importance of cultural and social values in understanding the forces that have shaped the civilization that are shaping the contemporary world; and
3. Widen a flexible intellectual capacity centered in thinking skills and problem-solving abilities that can be applied to a wide range of responsibilities where individuals must take action in concrete human problems

Course name	Global Business
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Course type	Liberal Arts Courses
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The goal of this course is for students to gain an in-depth understanding of vocabulary and sentence structures that are used in a professional work environment. By the end of this course, students will be able to write a resume, apply for a job, succeed in an interview, write professional emails and office memos, deliver a presentation, and interact with clients.

1. Resume writing (reading and writing)
2. Interviewing skills (reading, listening, and speaking)
3. Professional e-mails, memos, and letters (reading and writing)
4. Giving presentations (reading, writing, and speaking)

Ways to interact with clients and dissatisfied customers (listening, and speaking)

Course name	Leadership and Communication
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Course type	Liberal Arts Courses
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Leadership teaches us to achieve dreams and goals. It teaches us what to learn, what needs to follow, what is important in certain situation and time; Leadership provides us the ability to win. And the mindset enables us to play to win and never quit. Even students become stronger and perform higher after criticism. Leadership skills take organization to new heights. After completing this course, students will be able to:

1. Learn about few leaders and read some of their quotes;
2. Learn the Characteristics of a good leader;
3. Differentiate between Leaders and Bosses;
4. Learn how to deliver speeches with confidence;
5. Develop their own personal leadership style and handle life challenges to find opportunities in difficult situations;
6. Identify the importance of communication skills in the students professional and social life

Course name	Pronunciation through poetry
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Course type	Liberal Arts Courses
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In this course, students will use selections of world poetry in English to develop their pronunciation skills as well as their knowledge of language and literature. By reading select poems, students will rapidly expand their vocabulary while also learning fundamentals of language, ranging from the uses of sound and rhythm to concepts essential for critical thinking, like metaphor and symbolism. After learning basics of poetic interpretation, students will then make their own small-group presentations on English-language poems of their own choosing. Hence, this course will enable students to gain greater experience and confidence in English-language public speaking, while also substantially raising their cultural literacy.

Course name	Radio 101
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Course type	Liberal Arts Courses
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This course is an introduction to and discussion of the historical and contemporary jazz heroes, emphasizing listening skills and experience the process of improvisation. Students will explore varieties of Jazz aesthetics and its spirit, and learn how to listen, speak intelligently about Jazz.

Course name	Oral Speech Communication
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Course type	Liberal Arts Courses
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This course introduces students to the types and levels, and the theoretical and practical requirements of speech communications. It aims to cultivate in them an understanding and appreciation of the communication process. It also presents proper sound production, intonation and stress as necessary elements in improving communication using English. This course also highlights listening, audience characteristics, message composition and delivery and content as significant parts of communication. Students learn about the demands of public presentation in culturally and professionally diverse contexts, and develop competence and flexibility in presentation.

2020 SPRING SEMESTER

Undergraduate Program

Course name **Advanced Macroeconomics**

This course is an introduction to macroeconomics. It will introduce students to important theories in the analysis of macroeconomics which will help students in understanding events in the world economy and related policy issues. This course is a sequence course of principles of economics. It will introduce students to important theories in the analysis of macroeconomics which will help students in understanding events in the real macroeconomics and related policy issues.

Course name **Analysis of International Case**

This course is aiming to get the students to be prepared for the International Court of Justice competition through activities such as case analysis, Law study, presentation preparation and legal argument. Throughout the course, the students will further develop their analytical skills and meet with students specialized in different jurisdictions. The students will not only be taught to be a critical thinker but also undertake the training and research in Law.

Course name **Behavioral Finance**

The purpose is to identify and understand why people make certain financial choices. Within behavioral finance, it is assumed the information structure, and the characteristics of market participants systematically influence individuals' investment decisions as well as market outcomes. Learning outcomes are:

1. To learn about behavioral finance and understand how it affects business decisions.
2. To apply behavioral finance theory and develop practical ideas for business management.
3. Cultivate students to become ambassadors between Taiwan and the world.

Course name **Company Law**

"Company" is the most important organizational type for business activities. In this course, students will learn about the establishment and registration of a company, the power structure within the company, the rights and responsibilities of shareholders and directors, the operation of the shareholders meeting and the board of directors, the company's source of funds, and The rights and obligations among the company and shareholders. In order to put theory into practice, case studies are also considered as an important part of the course. The key points of the company law from the theoretical and practical aspects will be introduced to the students, so that students can understand the characteristics of commercial law and the way companies operate.

Course name **Financial Management**

Financial Management provides students with a focused understanding of today's corporate finance. This course offers a unique balance of clear concepts, contemporary theory, and practical applications in order to help students understand the concepts and reasons behind corporate budgeting, financing, working capital decision making, forecasting, valuation, and Time Value of Money. It has been updated to include discussions of several major events such as the BP oil spill, the European debt crisis, and the ongoing weakness in the U.S. economy and financial markets.

Course name Global Exchange in the Modern World System

This course is a reading seminar which offers an introduction to major themes in the historical development of the modern global economy. Our common readings feature both works of a more analytic nature, and exemplars of recent scholarship, intended for broader readership, in which the development of a global economy is exemplified through narrative examinations of highly personal, human experience. Class sessions will emphasize discussion and unpacking of the readings, while also providing additional background context.

Course name International Banking and Financial Law

This course provides students with the legal background needed to comply with banking and financial industry regulations. It covers corporate governance, banking and finance, including the legal framework for derivatives.

Course name International Dispute Settlement

The main purpose of this course is cultivating the way of thinking of how to deal with international dispute settlement, which shall be useful for international business operation. Enrolled students will be given an overview of international dispute settlement, which could be directly or indirectly related to international finance business. We may wish to focus on some important procedures/elements of international dispute settlement referring to case studies in several fields. In this semester, we mainly look into “the law of the Sea Convention” and “International Trade Disputes”.

Course name International Financial Management

This course is focused on the theoretical and practical knowledge required for the management of financial and investment functions of multinational corporations, and directed at students interested in international markets and operations, foreign exchange, multinational corporations and their activities, and concepts of international business.

Course name International Marketing

This module aims at developing the skills that are required as a Marketing Manager working in an international context. Students who participate in this module should be aware of what should be considered when developing and implementing international marketing strategies. By the end of the module students should have a greater understanding of the practical difficulties of international marketing and should be able to contribute to the development of marketing strategies for international markets for their future organizations.

Course name Leadership and Communication

Leadership teaches us to achieve dreams and goals. It teaches us what to learn, what needs to follow, what is important in certain situation and time; Leadership provides us the ability to win. And the mindset enables us to play to win and never quit. Even students become stronger and perform higher after criticism. Leadership skills take organization to new heights.

Course name Mastering Torts

This course offers a clear, doctrinal overview of the law governing compensation for personal injuries and property damages. By exploring the basic rules of tort liability, and illuminating their application to specific fact situations, Mastering Torts describes the main features of the American tort system. This course is focused on:

1. Students can describe the basic principles and principles of British and American tort law
2. Students can distinguish and explain various types of torts and different elements of tort law
3. Students can tell the difference between the infringements in common law and Chinese law, and can evaluate the appropriateness of the norms between these two
4. Students can analyze the legal issues arising from different infringements and can express herself / himself clearly
5. Enable students to apply tort law to actual legal issues and get appropriate conclusions
6. Enable students to communicate and present the results obtained with peers and teachers in writing or verbally
7. Enable students to demonstrate teamwork skills through group discussions

Course name Model International organizations

Main purpose of this course is cultivating of way of strategic thinking how to participate in / deal with international organizations, that shall be useful for international business operation. Enrolled students will be given an overview of international organizations, and in this semester, will be mainly focusing on APEC (Asia Pacific Economic Cooperation), in which Taiwan has been one of the member “economies”. Students will be expected to actively participate in the discussion based on their own idea, regarding how to maximize their own national interest.

Course name Mobile Commerce

Mobile commerce includes any monetary transaction completed using a mobile device. It is an advancement of ecommerce, enabling people to buy and sell goods or services from almost anywhere, simply using a mobile phone or tablet device. But mobile commerce is more than just a simple evolution of ecommerce. It has also served as a trigger for new industries and services, or helped existing ones grow, including: Mobile money transfers; Electronic tickets and boarding passes; Digital content purchases and delivery; Mobile banking; Contactless payments and in-app payments; Location-based services; Mobile marketing, coupons, and loyalty cards.

Course name Marketing Management

This course is aiming to develop a professional knowledge and ability of marketing, and offer a fundamental knowledge and ability of management and business for students to earn an ability of marketing planning.

Course name Public Finance

This course develops principles for understanding the role of government in the economy. The main objective of this course is to understand how taxes ultimately affect the well-being of citizens. We evaluate alternative methods of financing government spending by focusing on criteria such as efficiency in resource use (including incentives to work, invest and save) and equity in the distribution of the burden of government taxes. We also describe and evaluate the current structure of the Canadian tax system including the division between federal, provincial and municipal taxes, and the role of personal, corporate, sales and wealth taxes.

Course name	Art of Persuasion
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Course Type	Liberal Arts Courses
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This course is an introduction to the theory and practice of rhetoric, the art of persuasive writing and speech. In it, you will learn to construct and defend compelling arguments, an essential skill in many settings.

Course name	Global perspectives on current issues
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Course Type	Liberal Arts Courses
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Global Perspectives on current issues consider communities, societies, institutions and issues from a global perspective. They emphasize differences and diversity along with global interconnections and integration.

Course name	Podcast English
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Course Type	Liberal Arts Courses
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Podcasting English is designed to use your high proficiency in English to learn about the world of podcasting. In this course we will:

1. Listen to and discuss what makes the most popular podcasts
2. Plan and develop our own podcasts
3. Learn about the equipment you need
4. Learn how to edit your podcasts
5. Design the podcasts (artwork, logo, branding, description)
6. Publish your podcasts for the world

Course name	Purposive Communication
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Course Type	Liberal Arts Courses
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This course develops student's communicative competence and enhances their cultural and intercultural awareness to address local, national, and global concerns.

Course name	Reading & Critical Thinking
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Course Type	Liberal Arts Courses
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This course will introduce students to a series of classic readings and issues in Western philosophy, and provide a forum for discussing fundamental issues of knowledge and ethics. Course texts have been chosen for their thought provoking power, their cultural importance, and their readability, meaning that with some work and careful attention, advanced learners of English should be able to read and comprehend these selections. Class sessions will primarily involve group discussion of the readings and the issues they raise.

Course name	Study and Thinking Skills in English
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Course Type	Liberal Arts Courses
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The course is intended to integrate study skills, critical thinking, reading and writing to help learners succeed. It is anchored on the framework of learning where the learners are trained to meet the demands of business.

1. To hone the necessary skills and competency required in business
2. Develop clarity, precision and maturity in spoken and written communication
3. Enhance a flexible intellectual capacity that can be applied to business.

Course name	Technical Writing
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Course Type	Liberal Arts Courses
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This course focuses on the basic principles of writing for a specific audience and purpose with three learning objectives (1) To demonstrate a sense of responsibility as a vital component in displaying respect for the opinions of others, (2) To organize and synthesize valuable information in creating a credible, practical and relevant document, and (3) To manifest mastery of learned writing skills appropriate to produce written formal output.

Course name	World Literature
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Course Type	Liberal Arts Courses
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A study of the developments and types of literature focusing on the major works of known authors from different literary genres.

1. Affective

- (1) Evaluate the universal themes and other elements of the literary selections.
- (2) Make a critique of the message implied both in prose and poetry.
- (3) Appreciate the values inculcated in the literary works.

2. Cognitive

- (1) Compare and contrast the different major characters in the selections.
- (2) Analyze the selections according to story, poetry or play elements.
- (3) Discuss the conflict struggles, plot of the literary pieces.

3. Psychomotor

- (1) Participate in class activities.
- (2) Produce graphic/visual instructional and information materials from the selections.