

# Virtual Exchange Program

## Fall Semester, 2020

### ASIA UNIVERSITY



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College of  
Medical and Health Sciences

# 1. Positive Psychology

Department: Psychology

Week of day: Tuesday

Course Time: 12:10 pm-15:00 pm (Taiwan time)

Grades: 2<sup>nd</sup> & 3<sup>rd</sup> year

Credits: 3

Instructor: Dr. Shu-Jen Lee Chang (shujen@asia.edu.tw)

## About the Course

This course will introduce concepts and theories of positive psychology. Furthermore, this course will guide students to apply positive psychology into daily life. We will investigate practices in achieving meaning of life and examine the mechanisms underneath them. This class will also review the development and major perspectives in positive psychology. Students are expected to read selected journal articles and write journals in various topics related to positive psychology.

## The Course Features

Students will be able to:

- ✧ Describe the theories and concepts of positive psychology
- ✧ Build positive emotion
- ✧ Explore the mechanisms underneath the theories and concepts of happiness and psychological well-being
- ✧ Apply positive psychology through various methods into daily life
- ✧ Express motivation in applying positive psychology in achieving meaningful life

## Syllabus

Week	Contents	Teaching Hours
1 (Sep. 22)	Course orientation	3
2	Why Positive Psychology?	3
3	What is Positive Psychology?	3
4	Can we make changes?	3
5	Goal setting	3
6	Mindfulness I	3
7	Mindfulness II	3
8	Meditation	3
9	Physical exercise & meditation	3
10	Positive emotion	3
11	Self-awareness and self-acceptance	3
12	Self-esteem	3
13	Self-actualization	3
14	Gratitude	3
15	Happiness and psychological well-being	3
16	Measuring happiness	3
17	Money & happiness	3
18 (Jan. 19)	Final Project Presentation & course wrap-up	3

## 2. Statistics (I)

**Department:** Psychology

**Week of day:** Friday

**Course Time:** 09:10 am-12:00 pm (Taiwan time)

**Grades:** 2<sup>nd</sup> & 3<sup>rd</sup> year

**Credits:** 3

**Instructor:** Dr. Chun-Ting Lee (ctlee0503@asia.edu.tw)

### About the Course

The course starts with the introduction of basic statistics concepts. The topics included in this semester are general concept of statistics, descriptive statistics, making meaningful tables and plots, concept of inferential statistics, central limit theorem, z test, one-sample t-test, dependent sample t-test, and independent sample t-test. Weekly meetings include two hours of lecture, and one hour for quiz, discussion and statistical software application.

### The Course Features

The course aims to build up students' basic understanding about statistics and ability to conduct statistical analysis. Except for two hours of lecture, instructor will also put emphasis on the use of statistical software (R will be used in this course). In order to enhance students' analytical ability, learning how to use statistical software is crucial. After finishing this course, students can understand the concept of statistics and also have empirical experiences on conducting statistical analysis.

## Syllabus

Week	Contents	Teaching Hours
1 (Sep. 25)	Introduction of the Course	3
2	Introduction of statistics; Scale of variables	3
3	Descriptive statistics; How to make tables and plots	3
4	Descriptive statistics; Distribution of variable	3
5	Measure of central tendency and variability	3
6	Measure of central tendency and variability	3
7	Measure of relative status	3
8	Introduction on Inferential statistics	3
9	Mid-term Exam	3
10	Concept of hypothesis testing	3
11	Hypothesis testing of means	3
12	Statistical bias and power	3
13	Hypothesis testing of one-sample mean	3
14	Hypothesis testing of one-sample mean	3
15	Hypothesis testing of two-sample means	3
16	Hypothesis testing of two-sample means	3
17	Hypothesis testing of two-sample means	3
18 (Jan. 22)	Final Exam	3

# 3. Communication and Interpersonal Relationships

Department: Psychology

Week of day: Friday

Course Time: 09:10 am-12:00 pm (Taiwan time)

Grades: 2<sup>nd</sup> & 3<sup>rd</sup> year

Credits: 3

Instructor: Dr. Ting-Ying Yang (tingying@asia.edu.tw)

## About the Course

This course provides basic knowledge of communication and interpersonal relationships. Basic communication theories, verbal and nonverbal communications, listening, and several different kinds of interpersonal relationships are covered in this course.

## The Course Features

Communication skills can be learned and improved. Besides learning the materials, active participation, exchanging ideas and experiences is strongly encouraged in the class. Students should be prepared to deliver a small talk during the second half of the semester.



## Syllabus

Week	Contents	Teaching Hours
1 (Sep. 25)	Introduction to Communication Studies	3
2	Communication and Perception	3
3	Verbal Communication	3
4	Nonverbal Communication	3
5	Listening	3
6	Interpersonal Communication Processes	3
7	Communication in Relationships	3
8	Culture and Communication	3
9	Mid-term Exam	3
10	Preparing a Speech	3
11	Delivering a Speech	3
12	Informative and Persuasive Speaking	3
13	Public Speaking in Various Contexts	3
14	Small Group Communication	3
15	Leadership, Roles, and Problem Solving in Groups	3
16	Media, Technology, and Communication	3
17	New Media and Communication	3
18 (Jan. 22)	Final Exam	3

## 4. Mind, Language, and Cognitive Psychology

Department: Psychology

Week of day: TBD

Course Time: TBD (to be offered in Spring Semester 2021)

## 5. Statistics (II)

Department: Psychology

Week of day: TBD


Course Time: TBD (to be offered in Spring Semester 2021)

## 6. Research Methods

Department: Psychology

Week of day: TBD

Course Time: TBD (to be offered in Spring Semester 2021)

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College of  
Information and Electrical Engineering

# 7. Statistical Analysis in Bioinformatics

**Department:** Bioinformatics and Medical Engineering

**Week of day:** Monday

**Course Time:** 09:10 am-12:00 pm (Taiwan time)

**Grades:** 4<sup>th</sup> year & MSc

**Credits:** 3

**Instructor:** Prof. Ka-Lok Ng (ppiddi@gmail.com)

## About the Course

This course starts with the introduction of the following topics: combination, probability, discrete & continuous probability distributions and basic molecular biology. Then, the course will cover intermediate level of topics: test of hypothesis, correlation, linear regression, ANOVA, non-parameter methods. Programming languages like R will be used to perform statistical analysis.

## The Course Features

The aims of the course are three-fold: (1) teach the students how to utilize statistical methods for biomedical research, and (2) educate the students to master an intermediate level of statistical methods and tools to solve biomedical problems, and (iii) make use of practical problems in order to illustrate the core concepts.

**Grading:** Passing score for graduate course is 70. In general, score is allocated between class attendance, homework, mid-term written exam, final written exam and student oral presentation. Course instructor reserves the right to adjust the grading scheme.

**Late Assignments:** All homework assignments are due within one week. Late assignment submissions will be penalized 25%. Assignments more than 3 days late will not be accepted.

**Course Policy:** All components of the class are required to pass (i.e., you must complete the homework assignments and project, and participate in class). You are encouraged to discuss problems and ideas with your classmates, but the final solutions/codes must be your own. Course instructor reserves the right to adjust the grading scheme.

## Syllabus

Week	Contents	Teaching Hours
1 (Sep. 21)	Introduction of the Course	2
2	Basic molecular biology, data presentation & numerical summary measures	3
3	Probability, permutation, combination, Bayer's theorem	3
4	R programming part 1	3
5	R programming part 2	3
6	Probability distributions	3
7	Sample distribution of the mean	3
8	Confidence interval	3
9	Mid-term Exam	3
10	Test of hypothesis	3
11	Comparison of two means - Chi square test, t-test	3
12	Analysis of variance	3
13	Non-parametric tests	3
14	Contingency tables, Fisher exact test	3
15	Correlation, linear regression	3
16	Linear regression, logistic regression	3
17	Survival analysis; Introspection and Reflection of the Course	3
18 (Jan. 18)	Final Exam	3

## 8. Data Science

**Department:** Computer Science and Information Engineering (Program in Artificial Intelligence)

**Week of day:** Monday

**Course Time:** 09:10 am-12:00 pm (Taiwan time)

**Grades:** 4<sup>th</sup> year & MSc

**Credits:** 3

**Instructor:** Dr. Cheng-Yuan, Ho (tommyho@asia.edu.tw)

### About the Course

Data Scientist has been ranked the number one job on Glassdoor and the average salary of a data scientist is much higher than other careers. Moreover, Data Science is a rewarding career that allows you to solve some of the world's most interesting problems. This course will tell you how to use the power of Python and its related libraries to analyze data, create beautiful visualizations, and use powerful machine learning/deep learning algorithms. In detail, this course is designed for both beginners with some programming experience or experienced developers looking to make the jump to Data Science.

### The Course Features

In this course, you will learn how to program with Python, how to create amazing data visualizations, and how to use Machine Learning/Deep Learning with Python. Here shows the topics in this course:

1. Programming with Python
  2. NumPy, SciPy, Matplotlib, Pandas
  3. Machine Learning with Scikit-learn
  4. Deep Learning with TensorFlow
  5. Linear Regression
  6. K Nearest Neighbors
  7. K Means Clustering
  8. Decision Trees
  9. Random Forests
  10. Natural Language Processing
- and much, much more.

## Syllabus

Week	Contents	Teaching Hours
1 (Sep. 21)	Introduction to this Course and its Rules Python Environment Setup: Anaconda (Local) and Colab (Cloud)	3
2	Python Crash Course (I)	3
3	Python Crash Course (II)	3
4	Numpy, Scipy, Matplotlib	3
5	Pandas (I)	3
6	Pandas (II)	3
7	Machine Learning with Scikit-Learn	3
8	Deep Learning with Tensorflow	3
9	Mid-Term Presentation	3
10	Linear Regression, K Nearest Neighbors, K Means Clustering	3
11	Decision Trees, Random Forests	3
12	Natural Language Processing	3
13	Application: Web Scraping with Python and Connect to SQL	3
14	Application: AOI Detection and Prediction	3
15	Application: Passenger Data Collection and Prediction	3
16	Team Project Discussion and Hands on	3
17	Team Project Discussion and Hands on	3
18 (Jan. 18)	Final Project and Demo	3

# 9. Database Systems

**Department:** Computer Science and Information Engineering

**Day of Week:** Tuesday

**Course Time:** 13:10 pm-16:00 pm (Taiwan time)

**Grades:** 4<sup>th</sup> year & MSc

**Credits:** 3

**Instructor:** Prof. Arbee L.P. Chen (arbee@asia.edu.tw)

## About the Course

This course introduces students the concepts, theories, and tools for developing large databases for various applications. Students will obtain applicable skills from the course, such as ER Model, SQL, MySQL, and NoSQL for designing, implementing, and managing databases and big data. Students need to complete a project of designing a database and implementing the design in a database system for practical use. A presentation of the project is arranged near the end of the semester.

The major components of a database management system will be also taught. This provides the technologies to the students from the database system perspectives, and prepares the students the ability to develop a domain specific database management system when there is such a professional need.



## Syllabus

Week	Contents	Teaching Hours
1 (Sep. 22)	Course Introduction	3
2	Relational Database and Relational Algebra	3
3	SQL (I)	3
4	SQL (II)	3
5	ER Model, Schema Design, and Functional Dependencies (I)	3
6	ER Model, Schema Design, and Functional Dependencies (II)	3
7	Indexing (I)	3
8	Indexing (II)	3
9	Midterm Exam	3
10	Query Optimization (I)	3
11	Query Optimization (II)	3
12	Transaction Management (I)	3
13	Transaction Management (II)	3
14	Big Data and NoSQL	3
15	MongoDB (I)	3
16	MongoDB (II)	3
17	Students' Presentations (I)	3
18 (Jan. 19)	Students' Presentations (II)	3

# 10. Text Mining

**Department:** Computer Science and Information Engineering

**Week of day:** Tuesday

**Course Time:** 09:10 am-12:00 pm (Taiwan time)

**Grades:** 4<sup>th</sup> year & MSc

**Credits:** 3

**Instructor:** Dr. Jing-Doo, Wang (jdwang@asia.edu.tw)

## About the Course

The course aims to have students know what kind of information hidden with unstructured texts and, furthermore, how to extract information from these texts via computer programming by themselves.

## The Course Features

The students require the fundamental training of computing programming language, e.g. "Python". Each of topics in this course is associated with related packages of python codes for students to have hands-on practices. Most of all, students should collect their own texts as the sources for their own middle and final project. It is attractive to see what kind of knowledge or information can be extracted from the texts they have collected.

## Syllabus

Week	Contents	Teaching Hours
1 (Sep. 22)	Introduction of the Course; The pre-requirements (python programming) of this course, homework and project	3
2	Python for Natural Language Processing; Text Preprocessing	3
3	Text Syntax and Structure	3
4	Traditional Feature Engineering Models (Bagofwords, N-grams, TF-IDF)	3
5	Advanced Feature Engineering Models (Word2Vec, GloVe, FastText)	3
6	Text Classification Model (Homework 1)	3
7	Evaluating Classification Model	3
8	Mid-term Project-Presentation (On-line or Video on YouTube)	3
9	Mid-term Project-Report (Report embedded with Video on YouTube)	3
10	Term Similarity and Document Similarity	3
11	Document Clustering	3
12	Text Summarization	3
13	Topic Models	3
14	Semantic Analysis- WordNet (Homework 2)	3
15	Semantic Analysis- Named Entity Recognition	3
16	Text Mining with Deep Learning	3
17	Final Project - Presentation (On-line or Video on YouTube0	3
18 (Jan. 19)	Final Project (Report embedded with Video on YouTube)	3

# 11. Cryptography and Its Applications

**Department:** Computer Science and Information Engineering

**Week of day:** Monday

**Course Time:** 13:10 pm-16:00 pm (Taiwan time)

**Grades:** 4<sup>th</sup> year & MSc

**Credits:** 3

**Instructor:** Dr. Hsing-Chung, Chen (cdma2000@asia.edu.tw)

## About the Course

This course is designed for both Ph.D Program and Master Program. Thus, the main objective of this course is to teach students the theories and practices of related researches in cryptography and its applications. From practical introducing the researching trends of cryptography and its further applications, and then step-by-step let students know how to engage in research works related to the field of cryptography and its applications. Through interactive discussions to teach students how to study in depth the field of cryptography and its applications related researches, and will strengthen the mathematics and physics. To the actual design of cryptography and its applications of simulation programs, students will learn how to design safety-related cryptography algorithms. Finally, students will learn the cryptography and its applications theories and then practices to design the innovation schemes.

## The Course Features

In this course, you will learn how to do the related research works in cryptography and its applications, how to find the relative research papers regarding to cryptography, and how to use the basic cryptography modules to propose some new algorithms. The topics are shown below.

1. Basic Mathematics Theories in Cryptography
2. Digital Signature Algorithms
3. Key Exchange Algorithms
4. Access Control Schemes
5. Secret Sharing Approaches
6. Authentication Algorithms
7. Discussion of Related Researches

## Syllabus

Week	Contents	Teaching Hours
1 (Sep. 21)	Security Trend	3
2	Basic Mathematics Theories in Cryptography I	3
3	Basic Mathematics Theories in Cryptography II	3
4	Design of Encryption/Decryption Techniques I	3
5	Design of Encryption/Decryption Techniques II	3
6	Design of Encryption/Decryption Techniques III	3
7	Digital Signatures	3
8	Key Exchange Algorithms	3
9	Authentication Algorithms	3
10	Midterm Exam	3
11	Access Control Schemes	3
12	Secret Sharing Approaches	3
13	Discussion of Related Researches I	3
14	Discussion of Related Researches II	3
15	Discussion of Related Researches III	3
16	Discussion of Related Researches IV	3
17	Discussion of Related Researches V	3
18 (Jan. 18)	Final Report	3

# 12. Digital Image Processing

Department: Computer Science & Information Engineering

Week of day: Tuesday

Course Time: 09:10 am-12:00 pm (Taiwan time)

Grades: 1<sup>st</sup> & 2<sup>nd</sup> year

Credits: 3

Instructor: Dr. Rung-Sheng, Chen (rschen@asia.edu.tw)

## About the Course

The course starts with the introduction of image which is a two-dimensional grid with each cell in the grid filled with a finite value, called a pixel value. An image may be defined as a two-dimensional function,  $f(x, y)$ , where  $x$  and  $y$  are spatial coordinates, and the amplitude off at any pair of coordinates  $(x, y)$  is called the intensity or gray level of the image at that point. When  $x$ ,  $y$ , and the amplitude values of  $f$  are all finite, discrete quantities, we call the image a digital image. The field of digital image processing refers to processing digital images by means of a digital computer.

This course will provide the basic concepts and techniques of digital image processing which is the preliminary knowledge to get in to the computer vision applied at artificial Intelligence.

## The Course Features

Digital image processing (DIP) encompasses processes whose inputs and outputs are images and, in addition, includes processes that extract attributes from images up to, and including, the recognition of individual objects. Starting from the introduction of DIP, it gives a description of fundamental of DIP and Intensity transformation before the mid-term exam. After that the color image processing and image segmentation are provided. The processes of acquiring an image, preprocessing that image, extracting (segmenting) the individual characters, describing the characters in a form suitable for computer processing, and recognizing those individual characters are included in this course.

## Syllabus

Week	Contents	Teaching Hours
1 (Sep. 22)	Introduction of digital image processing (DIP): What is DIP, background and DIP's tool	3
2	Fundamental of DIP: Reading images, Displaying images	3
3	Fundamental of DIP: Writing images, classes, and images types	3
4	Fundamental of DIP: Converting between classes	3
5	Intensity Transformation: Transformation functions	3
6	Intensity Transformation: Histogram processing	3
7	Intensity Transformation: Spatial filtering	3
8	Intensity Transformation: DIP standard spatial filters	3
9	Mid-term Exam	3
10	Color image processing: Color image representation	3
11	Color image processing: Converting between color spaces	3
12	Color image processing: Basics of color image processing	3
13	Color image processing: Color transformations	3
14	Color image processing: Spatial filtering of color images	3
15	Image Segmentation: Point, line, and edge detection	3
16	Image Segmentation: Line detection using the Hough Transform	3
17	Review of DIP and introduction of computer vision	3
18 (Jan. 19)	Final Exam	3

# 13. Physics

**Department:** Computer Science and Information Engineering

**Week of day:** Monday

**Course Time:** 09:10 am-12:00 pm (Taiwan time)

**Grades:** 1<sup>st</sup> & 2<sup>nd</sup> year

**Credits:** 3

**Instructor:** Dr. Yu-Lin, Song (ylsong@asia.edu.tw)

## About the Course

This course will focus on analysis of the principles of mechanics, heat, fluids, oscillations, wave, sound, electromagnetic and light. Emphasis is on conceptual development and numerical problem solving. Lectures will focus on the conceptual understanding of these topics and quantitative problem solving skills.

## The Course Features

This course is designed to provide students of all disciplines with an introduction to using physics concept and models to understand systems. This course features let students will be interested in general physics by connecting the fundamental principles and everyday phenomena. Through exercise practice, students will gain the abilities of understanding, analyzing and even solving problems. The selected textbook focuses on physical phenomena that can be seen in our daily life in order to attract students' interest.



## Syllabus

Week	Contents	Teaching Hours
1 (Sep. 21)	Introduction to General Physics	3
2	Falling Objects and Projectile Motion	3
3	Newton's Laws: Explaining Motion	3
4	Circular Motion, the Planets, and Gravity	3
5	Energy and Oscillations	3
6	Momentum and Impulse	3
7	Rotational Motion of Solid Objects	3
8	The Behavior of Fluids	3
9	Mid-term Exam	3
10	Temperature and Heat	3
11	Heat and the First Law of Thermodynamics	3
12	Heat engine and the Second Law of Thermodynamics	3
13	Electrostatic Phenomena & Electric Circuits	3
14	Magnets and Electromagnetism	3
15	Making Waves	3
16	Light Waves and Color	3
17	Light and Image Formation	3
18 (Jan. 18)	Final Exam	3

## 14. Information Security

Department: Computer Science and Information Engineering

Week of day: **TBD**

Course Time: **TBD** (to be offered in Spring Semester 2021)

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College of Management

# 15. Quantitative Research Methods

**Department:** Business Administration

**Week of day:** Thursday

**Course Time:** 09:10 am-12:00 pm (Taiwan time)

**Grades:** 4<sup>th</sup> year & MBA

**Credits:** 3

**Instructor:** Dr. Massoud MOSLEHPOUR (mm@asia.edu.tw)

## About the Course

This course discusses a wide range of basic and advanced quantitative research methods, including advanced techniques. In this class concepts rather than mathematics and computation formulas will be emphasized. Students in areas such as education, business, social work, management and psychology can also gain sufficient understanding of research methods to base their work on advanced research in their fields. This class discusses the quantitative designs and analytic techniques most needed by students in the social sciences and in applied disciplines such as education, social work, and business. This class teaches what the various methods mean, when to use them, and how to interpret their results.

## Syllabus

Week	Contents	Teaching Hours
1 (Sep. 24)	Introduction	3
2	Levels of Variables	3
3	Variables and Relations among them	3
4	Descriptive Statistics and Graphics	3
5	Research Design	3
6	Surveys and Sampling	3
7	Class Discussion	3
8	Reliability and Validity	3
9	Mid-term Exam	3
10	Inferential Statistics	3
11	Introduction to SPSS and AMOS	3
12	Critiquing Statistics Presented by Others	3
13	Introduction to the General Linear Model	3
14	Factor Analysis	3
15	Factor Analysis using SPSS	3
16	Reviewing, Critiquing, and Synthesizing Research	3
17	Critiquing Statistics Presented by Others	3
18 (Jan. 21)	Final Project (data analyses using SPSS and AMOS)	3

# 16. Research Methodology

**Department:** Business Administration (IICE)

**Week of day:** Tuesday

**Course Time:** 09:10 am-12:00 pm (Taiwan time)

**Grades:** 4<sup>th</sup> year & MBA

**Credits:** 3

**Instructor:** Prof. Ming-Lang, Tseng (tsengminglang@asia.edu.tw)

## About the Course

The course starts with the introduction of research concept, such as research ethics paper structure, systematic review, Literature studies, Methodology and then proceeds to conceptualize the research structure that contributes to industry, theory or policy. PhD Students will be individual work and Master students into groups for group discussion and assignment and issues/topics for group presentation at the end of the course needed to submit your complete work.

## The Course Features

The course aims to cultivate students' research methodology and systematic thinking this teaching method is for student to learn the proper writing skills and understanding the management innovation.

## Syllabus

Week	Contents	Teaching Hours
1 (Sep. 22)	Introduction of the Course; Research ethics; Introduction of research methodology	3
2	Topic selection and download the references from Elsevier (POM and IJOPM)	3
3	Systematic literature review; Pre-approval for the major references	3
4	Systematic literature review; Thinking (5 articles-Major references)	3
5	Lecture on systematic literature review; Student topic attributes confirmation	3
6	Lecture on systematic literature review	3
7	Student presentation in literatures (3 articles)	3
8	Student presentation in literatures (3 articles) Lecture on Methodology	3
9	Mid-term assignment (Interlocution/ Literature review/ industrial Background)	3
10	Student presentation in literatures (3 articles) (Collect the responses from Industry /Company)	3
11	Student presentation in literatures (3 articles) (Methodology output)	3
12	Student presentation in literatures (3 articles) (Methodology output-Implications and conclusion)	3
13	Student presentation in literatures (3 articles) (Implications and conclusion)	3
14	Student presentation in literatures (3 articles) (Implications and conclusion)	3
15	Term paper presentation (I)	3
16	Term paper presentation (II)	3
17	Term paper presentation (III)	3
18 (Jan. 19)	Term paper presentation (IV); Final Presentation	3

# 17. Seminar on Industrial Strategy and Development

**Department:** Business Administration

**Week of day:** Monday

**Course Time:** 14:10 pm-17:00 pm (Taiwan time)

**Grades:** 4<sup>th</sup> year & MBA

**Credits:** 3

**Instructor:** Prof. Chun-Wei, Lin ([lincwr@asia.edu.tw](mailto:lincwr@asia.edu.tw))

## About the Course

The objectives of this advanced Ph.D./MS level course is threefold: (1) Cultivate students' integration capability of management and multidisciplinary knowledge, (2) Develop innovative industrial strategies, and (3) Solve the contemporary industry problems. The students will learn how to generate quality strategic report and especially demonstrate their capability to apply theoretical methodology in the practical industrial analysis problems.

The course starts with the introduction of some mega concepts, such as culture, multiculturalism, globalization, international mobility and then proceeds to the application of these mega concepts in different social practices by inviting the international students at Asia University to present the best aspects of their respective culture and society. Students will be divided into groups for group discussion and assignment and issues/topics for group presentation at the end of the course will be announced in progress.

## The Course Features

Besides in-class discussions, this class will also involve real case study. A research-oriented term paper is a required output for this class. Also, students will be asked to summarize pre-assigned research-oriented papers before class and intensive discussions and debates is also a major teaching method adopted for this class.

## Syllabus

Week	Contents	Teaching Hours
1 (Sep. 21)	The Concept of Strategy	3
2	Goal, Values, and Performance	3
3	Term Paper Topic Presentation	3
4	Industries Analysis-1	3
5	Industry and Competitive Analysis	3
6	Analyzing Resources and Capabilities	3
7	Organization Structure and Management System	3
8	Sources and Dimensions of Competitive Advantages	3
9	Midterm Paper Presentation	3
10	Industry Evolution and Strategic Changes	3
11	Technical-Based Industry and Management of Innovation	3
12	Competitive Advantages of Mature Industries	3
13	Vertical Integration	3
14	Global Strategy and Multinational Corporations	3
15	Diversification Strategy	3
16	Managing the Multibusiness Firm	3
17	Mergers, Acquisitions, and Alliances	3
18 (Jan. 18)	Final Paper Presentation	3



# 18. Special Topics on Strategic Human Resource Management

**Department:** Business Administration

**Week of day:** Thursday

**Course Time:** 13:10 pm-16:00 pm (Taiwan time)

**Grades:** 4<sup>th</sup> year & MBA

**Credits:** 3

**Instructor:** Dr. Massoud MOSLEHPOUR (mm@asia.edu.tw)

## About the Course

To give students general knowledge of foreign cultures as well their own culture in three different domains: theoretical, philosophical, and practical. Cross cultural management involves managing work teams in ways that considers the differences in cultures, practices and preferences of consumers in a global or international business context. Many businesses have to learn to modify or adapt their approaches in order to compete on a level in fields no longer bound by physical geography with online interactions more common in business and other situations.

In specific, this course is aimed at future managers, entrepreneurs and those planning to pursue a career that involves interaction with foreign cultures and/or businesses.

The outline of the course includes:

- Recruiting candidates that can be effective in cross-cultural environments
- Handling differing regulatory environments for business
- Training employees to handle intercultural communication issues
- Facilitating cross-cultural teams
- Aligning HR policies and procedures across corporate entities in different nations.
- Understand the importance of cross-cultural management, and of the major theoretical and empirical studies which examine the impact of different national cultures on work and employment.
- Understand a range of international management practices and how organizational and national culture impacts upon them: work, motivation, performance appraisal, leadership, cross-cultural communication and decision-making, negotiation and trust, conflict and dispute resolution and corporate social responsibility.

- Knowledge of comparative management and employment models and their implications for management and employment in different national contexts and the international context in which MNCs operate Apply their understanding of cultural and institutional differences to evaluate the challenges and opportunities of doing business in different countries.
- Display an understanding of cultural difference in interactions with different nationalities.

## Syllabus

Week	Contents	Teaching Hours
1 (Sep. 24)	An Introduction to Culture	3
2	Understanding culture: Values, world views and socio-cultural systems	3
3	Cultural dimensions theories: The practical applicability and limitations	3
4	Cultural Comparisons Leads Cultural Judgments	3
5	Student presentations and class discussion	3
6	The impact of cultural differences on individuals	3
7	Verbal and non-verbal communication across cultures	3
8	Mid-term	3
9	Conflict and ethics across cultures	3
10	Cross-cultural negotiation: The process and strategies	3
11	Cultural aspects of international business negotiations	3
12	Management of Cultural Diversity	3
13	Managing multicultural teams	3
14	Student presentations and class discussion	3
15	Review and analysis of journal articles	3
16	Final projects	3
17	Final projects evaluation and discussion	3
18 (Jan. 21)	Final projects evaluation and discussion	3

# 19. Seminar on Management Theory

**Department:** Business Administration

**Week of day:** Wednesday

**Course Time:** 09:10 am-12:00 pm (Taiwan time)

**Grades:** 4<sup>th</sup> year & MBA

**Credits:** 3

**Instructor:** Dr. Hui-Wen, Chuah ([stephaniechuah@asia.edu.tw](mailto:stephaniechuah@asia.edu.tw))

## About the Course

The aim of this course is to extend and deepen the students' understanding of different management theories and practices in the social science research. Students will review and critically discuss major theories, developments and debates in theory and associated research. This course will prepare students to undertake higher level examination and discussion of issues of theory and the development of theory.

## The Course Features

The class focuses on the critical analysis, discussion and reflection on issues in the management theories and practices. The class will require significant efforts by student participants in reading, presenting, discussing, evaluating, and debating major theories used in the management research. Upon the completion of the course, students will:

- (i) Have a better understanding of the nature and essential elements of management theories in the social sciences research
- (ii) Critically analyze and review theory papers and compare and contrast elements theories
- (iii) Understand different methodologies used in testing management theories
- (iv) Identify the literature gaps and refine the existing management theories

## Syllabus

Week	Contents	Teaching Hours
1 (Sep. 23)	Introduction of the course and what is theory?	3
2	The nature and relevance of theory	3
3	Theory building	3
4	Introduction to strategic /operational management theories; Group presentation (based on journal article reading)	3
5	Introduction to marketing theories; Group presentation (based on journal article reading)	3
6	Introduction to informational systems theories; Group presentation (based on journal article reading)	3
7	Introduction to organizational behavior theories; Group presentation (based on journal article reading)	3
8	Some promising ideas on the management theories; Group presentation (based on journal article reading)	3
9	Mid-term Exam	3
10	Bridging the gap between theory and practice	3
11	Research ethics and research practice	3
12	Approaches for theory testing	3
13	Obtaining data for theory testing: operationalization, measurement, and data collection	3
14	Hypotheses and models for theory testing	3
15	Testing causal relationships	3
16	Generalization of research results	3
17	Due date for group final report	3
18 (Jan. 20)	Introspection and Reflection of the Course	3

# 20. International Business Strategy

## Theory

**Department:** Business Administration

**Week of day:** Friday

**Course Time:** 09:10 am-12:00 pm (Taiwan time)

**Grades:** 4<sup>th</sup> year & MBA

**Credits:** 3

**Instructor:** Dr. Yeneneh ([yeneneh@asia.edu.tw](mailto:yeneneh@asia.edu.tw))

### About the Course

The course will include problem-based learning, with case study. Instructional Methodology will include a combination of lectures, class discussions, presentations and case studies.

### Global Business Plan Project

Students will have the opportunity as a team project to develop a proposal that focuses on a key strategic decision facing senior management involved in entering an overseas market for the first time; or expanding existing operations into a new foreign market as part of a corporate strategy. The class will be divided into teams for the purpose of group discussions and term projects. Your participation in class discussions and group is imperative.

### Global Business Plan Project

Every organization conducts research to plan and implement a business idea. This project is designed to provide the foundation for an international business plan. These activities offer flexibility for many settings related to global business enterprises. The framework may be used for planning global expansion of an existing product or service, or may be used to research a new foreign business opportunity. Each module of this project is designed to gather information for one component of an international business plan.

The final result of your global plan may be in one of the following formats:

- a written report with supplementary tables and visuals.
- an oral presentation with visuals.
- a summary in a poster format or other visual display (web site, video, newsletter).

**Note:** While the research components in each module are designed to provide a comprehensive analysis of this aspect of a business plan, selected items may be used to gather information for a specific element.

## Syllabus

Week	Contents	Teaching Hours
1 (Sep. 25)	Introduction and Overview	2
2	Xiaomi: Entering International Markets	2
3	The Strategy of International Business	2
4	Global Business Plan Project - Phase 1: Planning the Global Business Enterprise	2
5	International Trade Theory	2
6	Uber and the Sharing Economy: Global Market Expansion and Reception	2
7	Entering Foreign Markets	2
8	Mid-term Exam	2
9	Unilever's New Global Strategy: Competing through Sustainability	2
10	Global Business Plan Project - PHASE 2: Organizing for Global Business Activities	2
11	Ethics, Corporate Social Responsibility, and Sustainability	2
12	Uniqlo: A Supply Chain Going Global	2
13	Global Production and Supply chain Management	2
14	Amazon in Emerging Markets	2
15	Midterm exam	2
16	Unilever's New Global Strategy: Competing through Sustainability	2
17	Global Business Plan Project - PHASE 2: Organizing for Global Business Activities	2
18 (Jan. 22)	Ethics, Corporate Social Responsibility, and Sustainability	2

# 21. Statistics and Data Analysis

**Department:** Business Administration

**Week of day:** Tuesday

**Course Time:** 13:10 pm-16:00 pm (Taiwan time)

**Grades:** 4<sup>th</sup> year & MBA

**Credits:** 3

**Instructor:** Prof. Shey-Huei, Sheu (shsheu@asia.edu.tw)

## About the Course

This course introduces the various methods used to collect, organize, summarize, interpret and reach conclusions about data. An emphasis is placed on demonstrating that statistics is more than mathematical calculations. By using examples gathered from real life, students learn to use statistical methods as analytical tools to develop generalizations and meaningful conclusions in their field of study.

Business Analytics and Data Science are almost same concept. For both we need to learn Statistics. I will try to create value on most used statistical methods for Business Analytics for Statistical model Building.

Statistics is the study of the collection, analysis, interpretation, presentation, and organization of data. In applying statistics any can handle a scientific, industrial, or societal problem. Learn Basic statistics for Business Analytics

## The Course Features

Here I have capture how to learn Mean, how to learn Mode, How to learn median, Concept of Sleekness, Concept of Kurtosis, learn Variables, concept of Standard deviation, Concept of Covariance, Concept of correlation, Concept of regression, How to read regression formula, how to read regression graph, Concept of Intercept, Concept of slope coefficient, Concept of Random Error, Different types of regression Gain a foundational understanding of business analytics

This course will enable you to:

1. Gain a foundational understanding of business analytics
2. Gain a basic understanding of the various statistical concepts
3. Understand and use hypothesis testing method to drive business decisions
4. Understand and use linear, non-linear regression models, and classification techniques for data analysis.

## Syllabus

Week	Contents	Teaching Hours
1 (Sep. 22)	Overview & Introduction	3
2	Basics: Data Description	3
3	Sampling & Estimation	3
4	Sampling & Estimation	3
5	Hypothesis Testing	3
6	Hypothesis Testing	3
7	Regression Basics	3
8	Regression Basics	3
9	Midterm	3
10	Regression Basics	3
11	Regression Basics	3
12	Regression Basics	3
13	Regression Basics	3
14	Multiple Regression	3
15	Multiple Regression	3
16	Multiple Regression	3
17	Multiple Regression	3
18 (Jan. 19)	Final Exam	3



## 22. Intermediate Accounting (II)

**Department:** Accounting and Information Systems

**Week of day:** Thursday

**Course Time:** 13:10 pm-16:00 pm (Taiwan time)

**Grades:** 3<sup>rd</sup> year

**Credits:** 3

**Instructor:** Dr. Mei-Hua, Huang ([meihuang@asia.edu.tw](mailto:meihuang@asia.edu.tw))

### About the Course

Based on the knowledge of accounting principles, this course is designed to help students have an in-depth understanding of financial accounting standards and sufficient knowledge to solve practical accounting problems. This course will include issues such as IFRS and Financial Reporting, Receivable, Inventory Valuation, Long-term Used Assets, Liabilities, Provision and Contingencies, and Dilutive Securities.

### The Course Features

The course aims to enhance students' professional skills and problem-solving skills in accounting. To achieve the ends, (i) large amount of practices and exercises will be employed to ensure students developing their capability of processing, analyzing and conveying accounting information, and (ii) the financial statements of listed companies will be used to help students understand practical issues and reporting.

## Syllabus

Week	Contents	Teaching Hours
1 (Sep. 24)	Course Introduction Financial Reporting Standards and IFRS	3
2	Financial Statements	3
3	Financial Statements	3
4	Inventory evaluation issues	3
5	Inventory evaluation issues	3
6	Inventory evaluation issues	3
7	Property, Plant and Equipment	3
8	Property, Plant and Equipment	3
9	Mid-term Exam	3
10	Depreciation and Impairments	3
11	Depreciation and Impairments	3
12	Current Liabilities, Provisions, and Contingencies	3
13	Course Introduction Financial Reporting Standards and IFRS	3
14	Financial Statements	3
15	Financial Statements	3
16	Inventory evaluation issues	3
17	Inventory evaluation issues	3
18 (Jan. 21)	Inventory evaluation issues	3

# 23. Advanced Management Accounting

**Department:** Accounting and Information Systems

**Week of day:** Friday

**Course Time:** 09:10 am-12:00 pm (Taiwan time)

**Grades:** 3<sup>rd</sup> year

**Credits:** 3

**Instructor:** Dr. Shao-Chun, Chiu ([danielcc@asia.edu.tw](mailto:danielcc@asia.edu.tw))

## About the Course

Advanced Management Accounting is an essential tool that enhances a manager's ability to make effective business decisions. The course objective is to give students a good understanding about the concepts by using Excel techniques of management accounting. These issues will be explained against the background of a fast-changing global market.

The course covers 4 topics.

1. After an introduction, we will first focus on the interaction of Management Accounting and the business process. "Cost behavior", "Cost Management Systems" and "Decision Making" are the key issues.
2. In the second part, we will use accounting techniques for Planning and Control. "Budgeting", "Variance Analysis" and "Management Control System" will be discussed.
3. Part 3: Capital Budgeting, a technique to evaluate projects having cash flows at different moments in time.
4. The last part will be about Product Costing. Here the keywords are: "Cost Allocation", "Overheads" and "Job-Costing and Process-Costing Systems".

## The Course Features

This course level is intermediate. Students should know basic principles of accounting. Important: students should be able to make exercises using a standard spread sheet program (Calc/Excel). Please upgrade your skills if you are not used to work with spread sheets; good knowledge of this kind of software tools is essential to make well-organized calculations in an effective way.

After successfully finalizing this course, students should be able to:

- Define managerial accounting;
- Have a clear view on business ethics, especially ethics related to accounting;
- Define cost drivers and calculate cost behavior;

- Use cost-volume-profit analysis in decision taking;
- Set-up and use Activity-Based Costing;
- Decide when information is relevant;
- Use relevant information for decision making, both for pricing and operational decisions;
- Describe the benefits of budgets;
- Set-up and use a master budget;
- Set-up and use flexible budgets;
- Execute variance analysis;
- Understand, define, and implement management control systems and responsibility accounting;
- Discuss and comment on management control systems in a decentralized organization;
- Analyze projects using discounted cash flow approach;
- Set-up and use a scheme of cost allocation;
- Set-up and use accounting for overhead costs;
- Implement job-costing and process-costing systems.

## Syllabus

Week	Contents	Teaching Hours
1 (Sep. 25)	Introduction of the Course and Test of online learning	3
2	Managerial Accounting (MA): An Overview ;Basic functions of Excel for MA	3
3	Managerial Accounting (MA) and Cost Concepts	3
4	Job-Order Costing: Calculating Unit Product Costs	3
5	Job-Order Costing: Calculating Unit Product Costs	3
6	Job-Order Costing: Cost Flows and External Reporting	3
7	Job-Order Costing: Cost Flows and External Reporting	3
8	Job-Order Costing: Cost Flows and External Reporting	3
9	Mid-term Exam	3
10	Activity-Based Costing	3
11	Activity-Based Management	3
12	Activity Value Management	3
13	Integrated Strategic Value Management System	3
14	Process Costing	3
15	Process Costing	3
16	Cost-Volume-Profit Relationships	3
17	Cost-Volume-Profit Relationships	3
18 (Jan. 22)	Final Exam	3

## 24. Business English Conversation

**Department:** Accounting and Information Systems

**Week of day:** Tuesday

**Course Time:** 09:10 am-12:00 pm (Taiwan time)

**Grades:** 3<sup>rd</sup> year

**Credits:** 3

**Instructor:** Dr. Mei-Hua, Huang (meihuang@asia.edu.tw)

### About the Course

This course is design to enhance students' skills for business English in terms of listening, speaking, reading, and writing. This course implements multi-teaching methods. Hopefully, it will induce students' learning interest and reinforce their confidence in using English in the business environment, and raise students' global perspectives as well.

### The Course Features

- (1) Students are required to get involved by doing business news reading and sharing for the purpose of increasing students' English reading ability and understand what's going on in the business world.
- (2) extensive practices of conversations, emails, and business correspondence are required to enhance student skills in English written and oral communication.

## Syllabus

Week	Contents	Teaching Hours
1 (Sep. 22)	course Introduction and student self-introduction	3
2	Talking on the phone (unit 1-3); Introduce Business culture	3
3	Talking on the phone (Unit 4-5); Introduce Business culture (student presentation)	3
4	Making arrangements and appointments (Unit 6-7); Business news discussion	3
5	Making arrangements and appointments (Unit 8-9); Business news discussion (student presentation)	3
6	English for socializing (Unit 10-12); Business news discussion (student presentation)	3
7	English for socializing (Unit 13-15); Business news discussion (student presentation)	3
8	English for socializing (Unit 16-17); Activity: Describe and tell	3
9	Midterm project Due	3
10	Making a speech and presentation (unit 18-19); Midterm project presentation	3
11	Making a speech and presentation (unit 20-21); Activity: Dictation	3
12	Making a speech and presentation (unit 22-23); Business new discussion (student presentation)	3
13	Making a speech and presentation (unit 24-26); Business new discussion (student presentation)	3
14	Running a meeting (unit 26-29); Business new discussion (student presentation)	3
15	Running a meeting (unit 30-31); Business new discussion (student presentation)	3
16	Reading and writing business documents-business letters	3
17	Reading and writing business documents-emails and reports	3
18 (Jan. 19)	Final project due	3

## 25. Ecotourism

**Department:** Leisure and Recreation Management

**Week of day:** Monday

**Course Time:** 16:10 pm-19:00 pm (Taiwan time)

**Grades:** 4<sup>th</sup> year

**Credits:** 3

**Instructor:** Dr. Feng-En, Lo (felo@asia.edu.tw)

### About the Course

Ecotourism is a form of tourism involving visiting fragile, pristine, and relatively undisturbed natural areas, intended as a low-impact and often small-scale alternative to standard commercial mass tourism. Because the rising wave of ecotourism in the twentieth century, combining the resource conservation and tourism was to create the concepts of the ecotourism to develop the local tourism. Recently ecotourism has also become a trend all over the world. Ecotourism should include attractiveness, convenience, health and safety, and the sustainable environment development.

### The Course Features

This course will be through films and teaching materials for students to understand the topic of ecotourism. The classes will include the living experiences for the aboriginal population, the introduction of flora and animals, and the examples of ecotourism of Taiwan and all over the world. This class would like to train students to be a good tour guide of ecotourism. Besides attending the classes, students should give presentations to prove their abilities to be an ecotour guide.



## Syllabus

Week	Contents	Teaching Hours
1 (Sep. 21)	Introduction of the Course; The basic concepts and principles of ecotourism	3
2	Ecotourism in Islas Galápagos	3
3	National Park	3
4	National Park	3
5	World Heritage Sites	3
6	World Heritage Sites	3
7	Ecotourism in Australia and New Zealand	3
8	Chiku ecotourism in Taiwan. The SWOT analysis of Chiku ecotourism	3
9	Mid-term Exam	3
10	The bird ecotourism in Taiwan	3
11	The coastal ecotourism in Taiwan.	3
12	The butterfly ecotourism in Taiwan	3
13	The firefly ecotourism in Taiwan	3
14	The aboriginal ecotourism in Taiwan	3
15	The flora and harmful animals and plants in Taiwan	3
16	Injury prevention and First Aid for ecotourism	3
17	Group Final Report due; Introspection and Reflection of the Course	3
18 (Jan. 18)	Final Exam	3

## 26. Application of Fintech Software

**Department:** Finance

**Week of day:** Friday

**Course Time:** 13:10 pm-16:00 pm (Taiwan time)

**Grades:** 3<sup>rd</sup> year

**Credits:** 3

**Instructor:** Prof. Shyh-Weir, Tzang (swtzang@asia.edu.tw)

### About the Course

The course starts with the introduction of R language which is now widely used by financial researchers and practitioners in their daily work. Similar to Python which is also a very popular open-source programming language with a large community, R provides many packages and functionalities to work with financial data and statistical analysis. Because of its powerful communication libraries, R is one of the top languages applied in statistics, data analysis, machine learning and artificial intelligence, which will be the topics the course plans to cover.

### The Course Features

We will help students to learn R language through lecturing, course materials, textbook and hands-on implementation examples. Amazon Web Service will also be adopted so that students can run their R codings on the cloud in any time in any place. Data analysis and management will be necessary for students to build up basic knowledge using R. Then the presentation of data in plotting is also important to help readers to understand the critical difference in data. Machine learning and data mining will also be introduced to students so that they can implement in real case studies.

## Syllabus

Week	Contents	Teaching Hours
1 (Sep. 25)	Introduction: work flow and basics in R	3
2	Data transformation with dplyr	3
3	Scripts and exploratory data analysis	3
4	Rstudio projects and data wrangling	3
5	Tibble and data import	3
6	Tidy data with tidyr	3
7	Relational data with dplyr	3
8	Review of the contents for the previous weeks	3
9	Mid-term Exam	3
10	Strings with stringr	3
11	Factors with forcats	3
12	Date and times with lubridate	3
13	Models with modelr, purrr and broom	3
14	Decision tree	3
15	KNN and Bayes	3
16	Principal component analysis	3
17	Review of the contents for the previous weeks	3
18 (Jan. 22)	Final Exam	3

# 27. Marketing Management

**Department:** Finance

**Week of day:** Friday

**Course Time:** 13:10 pm-16:00 pm (Taiwan time)

**Grades:** 4<sup>th</sup> year

**Credits:** 3

**Instructor:** Dr. Yeneneh Tamirat Negash ([yeneneh@asia.edu.tw](mailto:yeneneh@asia.edu.tw))

## About the Course

Through the journal papers and textbooks studying, students will understand how to design and implement the best combination of marketing efforts to carry out a firm's strategy in its target markets.

## The Course Features

This course seeks to develop the student's (1) understanding of how the firm can benefit by creating and delivering value to its customers, and stakeholders, and (2) skills in applying the analytical concepts and tools of marketing to such decisions as segmentation and targeting, branding, pricing, distribution, and promotion. The course uses lectures and case discussions, case write-ups, student presentations, and a comprehensive final and midterm examinations to achieve these objectives.

## Syllabus

Week	Contents	Teaching Hours
1 (Sep. 25)	Customer Relationships and Value	3
2	Marketing Strategies	3
3	Segmenting and Positioning	3
4	Data Analytics Simulation I	3
5	Data Analytics Simulation II	3
6	Project Proposal Presentation	3
7	Meeting Competition and Driving Growth	3
8	Review of the contents for the previous weeks	3
9	Price Foundation	3
10	Midterm Exam	3
11	Brand Positioning	3
12	Brand Equity	3
13	Project Progress Presentation	3
14	Introducing New Market Offerings	3
15	Developing Pricing Strategies and Programs	3
16	Designing and Managing Integrated Marketing Communications I	3
17	Designing and Managing Integrated Marketing Communications II	3
18 (Jan. 22)	Final Exam	3

# 28. Big Data Analysis

**Department:** Finance

**Week of day:** Wednesday

**Course Time:** 09:10 am-12:00 pm (Taiwan time)

**Grades:** 4<sup>th</sup> year

**Credits:** 3

**Instructor:** Dr. Chih-Chung, Chien ([andrewchien@asia.edu.tw](mailto:andrewchien@asia.edu.tw))

## About the Course

Data scientist has been called “the great potential job of the 21st century,” presumably by someone who has never visited a fire station. Nonetheless, data science is a hot and growing field, and it doesn’t take a great deal of sleuthing to find analysts breathlessly prognosticating that over the next 10 years, we’ll need billions and billions more data scientists than we currently have.

But what is data science? After all, we can’t produce data scientists if we don’t know what data science is. According to a Venn diagram that is somewhat famous in the industry, data science lies at the intersection of:

1. Math and statistics knowledge
2. Substantive expertise

## The Course Features

The goal of this course is to help you develop skills those you need to get started doing data science. Our goal is to help you get comfortable with the mathematics and statistics that are at the core of data science.

By this course, you will get a good understanding of SAS Enterprise Guide for data collection, data cleaning, data queries and data transformation. In addition, you will learn about the SAS Enterprise Mining to analysis the real big data set, diagnose and assessment of data model. You will get a good understanding of the way we approach data problems, which may not necessarily be the best way for you to approach data problems. Similarly, the best way to learn mathematics is by doing mathematics. This means that, where appropriate, we will dive into mathematical equations, mathematical intuition, mathematical axioms, and cartoon versions of big mathematical ideas. Throughout it all, we hope to give you a sense that playing with data is fun, because, well, playing with data is fun!

## Syllabus

Week	Contents	Teaching Hours
1 (Sep. 23)	Introduction of the Course; Introducing SAS Enterprise Guide	3
2	Understanding SAS Data Structure	3
3	Getting Started with Tasks	3
4	Creating Simple Queries	3
5	Creating Summarized Output	3
6	Using Prompts in Tasks and Queries	3
7	Customizing and Organizing Project Results	3
8	Transforming SASR Tables	3
9	Mid-term Exam	3
10	Manipulating Data Values	3
11	Introduction to SAS Enterprise Miner	3
12	Accessing and Assaying Prepared Data	3
13	Introduction to Predictive Modeling: Predictive Modeling Fundamentals and Decision Trees	3
14	Introduction to Predictive Modeling: Regressions	3
15	Introduction to Predictive Modeling: Neural Networks and Other Modeling Tools	3
16	Model Assessment	3
17	Model Implementation	3
18 (Jan. 20)	Final Exam	3

# 29. Trademark Law

**Department:** Financial and Economic Law

**Day of Week:** Monday

**Course Time:** 10:10 am-12:00 pm (Taiwan time)

**Grades:** 3<sup>rd</sup> year

**Credits:** 2

**Instructor:** Mr. Matthias Wetzel ([wetzel@asia.edu.tw](mailto:wetzel@asia.edu.tw))

## About the Course

This course introduces the participants to the fundamentals of trademark protection and the trademark system. It is suitable for both students with and without a legal background.

## The Course Features

The topics included cover the function of trademarks and trademark systems, the various types and forms of trademarks available, the steps necessary to acquire trademark protection both within the national and the international system, the differences between registration-only trademark systems and those systems which allow for extended protection (trademarks through use, trade dress etc.). It explains the particular legal hurdles and requirements a trademark applicant needs to overcome in order to obtain registration and protection for his trademark (absolute grounds for refusal). It demonstrates what happens when identical or similar trademarks collide with each other (relative grounds for refusal and trademark infringement respectively). It provides answers to the question what remedies a trademark owner is entitled to in case of infringement and how those remedies can be enforced in court.



## Syllabus

Week	Contents	Teaching Hours
1 (Sep. 23)	Introduction	2
2	Purpose and Functions of Brands and Trademarks, Trademarks within the IP System	2
3	Types and Forms of Trademarks, Trademark Registration Proceeding (national)	2
4	Absolute Grounds for Refusal I - Generic and Descriptive Trademarks	2
5	Absolute Grounds for Refusal II – Lack of Distinctiveness	2
6	Absolute Grounds for Refusal III – Further Statutory Exclusions (no protection for merely technical elements; no protection for national and international flags and symbols; registration procedure in case of partial rejection)	2
7	International Trademark Law: Paris Convention, TRIPS-Agreement and the Madrid System for International Registration of Trademarks	2
8	Repetition (tentative; subject to alteration)	2
9	MIDTERM EXAM	2
10	Relative Grounds for Refusal I	2
11	Relative Grounds for Refusal II (including 'Priority Claim')	2
12	Trademark Opposition and Revocation Proceedings	2
13	Trademark Infringement I: Claims and Remedies, Enforcement in Court	2
14	Trademark Infringement II: Defenses (non-use defense; free and descriptive use; 1 <sup>st</sup> sale doctrine (trademark exhaustion)	2
15	Well-Known Trademarks	2
16	Trademark Commercialization (Assignment, Licensing, Pledge)	2
17	Repetition (tentative; subject to alteration)	2
18 (Jan. 20)	FINAL EXAM	2

# 30. Legal English

**Department:** Financial and Economic Law

**Day of Week:** Thursday

**Course Time:** 13:10 pm-15:00 pm (Taiwan time)

**Grades:** 3<sup>rd</sup> year

**Credits:** 2

**Instructor:** Mr. Matthias Wetzel ([wetzel@asia.edu.tw](mailto:wetzel@asia.edu.tw))

## About the Course

The course 'Legal English' strives to provide the participants with an introduction on how to efficiently communicate and collaborate in English in a legal context such as e.g. when negotiating and drafting contracts in international commerce, talking about legal issues with foreign customers or advising international clients. This course is suitable for both law and non-law students.

## The Course Features

This course combines practical language training and exercises in English with an introduction into the Anglo-American Legal System, also referred to as 'The Common Law System' which serves as an indispensable foundation when reading and analyzing legal texts and documents from a wide variety of sources, such as (draft) contracts, term sheets and memoranda, client-attorney communication or judicial opinions (cases). A particular focus thereby lies on developing the necessary skills and tools for efficient communication in the context of international commercial law.

At the end of the program participants should have developed the practical skills needed to:

- communicate more effectively in Legal English
- engage meaningfully with U.S. and other common law lawyers in an international context
- identify critical legal issues in a range of business agreements
- analyze and critique contractual provisions from actual case studies offered by opposing parties

## Syllabus

Week	Contents	Teaching Hours
1 (Sep. 24)	Introduction	2
2	Legal Systems (overview: major legal systems in the world; the common law system and the civil law system and their respective features and differences)	2
3	Sources of Law (written and non-written law; statutory law vs. case law; the doctrine of stare decisis; primary and secondary law)	2
4	Areas of Law (private vs. public law and their respective subdivisions explained)	2
5	Contracts I (contract formation: mutual assent; offer and acceptance explained)	2
6	Contracts II (simple contracts and deeds (specialty contracts), the element of 'consideration', the various types of contracts)	2
7	Contracts III (breach of contract; remedies: monetary damages and specific performance)	2
8	Repetition (tentative; subject to alteration)	2
9	MIDTERM EXAM	2
10	Criminal Law I (elements of crime; types of crime)	2
11	Courts and Juries: The Judicial System	2
12	Litigation in the US: The Adversary System of Trial (How a case is tried in the US courts; some basics of civil and criminal procedure)	2
13	Legal Professions and their Education (Judges, Attorneys, Barristers, Solicitor & Co; working in a commercial law firm; applying for a legal position)	2
14	Tort Law	2
15	Constitution and Government	2
16	Civil and Human Rights	2
17	Repetition (tentative; subject to alteration)	2
18 (Jan. 21)	FINAL EXAM	2

# 31. Trade Secret Act

**Department:** Financial and Economic Law

**Day of Week:** Tuesday

**Course Time:** 10:10 am-12:00 pm (Taiwan time)

**Grades:** 4<sup>th</sup> year

**Credits:** 2

**Instructor:** Mr. Matthias Wetzel ([wetzel@asia.edu.tw](mailto:wetzel@asia.edu.tw))

## About the Course

This course strives to provide students to the fundamentals of trade secret protection. It is suitable for both students with and without a legal background.

## The Course Features

“What is a trade secret?”, “What means ‘Know-how’?”, “How can they be protected and what are the requirements for their legal protection?”. These are some of the questions that will be explained and answered to the students in this course.

Protection of know-how and trade secrets plays a vital and ever more important role in a globalized and knowledge-based economy. Though seemingly cheap and ubiquitous and therefore particularly attractive notably for small and medium-sized companies with limited financial budgets and resources for IP protection, also trade secret protection comes with its specific price: Existence and unlawful disclosure of a trade secret are difficult to prove; unlike for patents and other IP rights a uniform international legal framework for the protection of trade secrets does not yet exist. Therefore, this course aims to provide the participants with an insight in both, the chances but also the practical and legal problems and risks that come with trade secret protection.

## Syllabus

Week	Contents	Teaching Hours
1 (Sep. 22)	Introduction	2
2	Trade Secret and Know-How: Definition and Elements	2
3	Trade Secret within the IP System: Similarities and Differences explained	2
4	Ownership of Trade Secrets I	2
5	Ownership of Trade Secrets II	2
6	Unlawful Acquisition, Exploitation or Disclosure of Trade Secrets (I)	2
7	Unlawful Acquisition, Exploitation or Disclosure of Trade Secrets (II)	2
8	Repetition	2
9	MIDTERM EXAM	2
10	Remedies and Enforcement I	2
11	Remedies and Enforcement II	2
12	Criminal Liability	2
13	Protection of Trade Secrets and Know-How in Contractual Relationships	2
14	Commercialization of Trade Secrets and Know-How	2
15	Trade Secret Protection in the US	2
16	Trade Secret Protection in Europe	2
17	Repetition	2
18 (Jan. 19)	FINAL EXAM	2



College of  
Humanities and Social Sciences

## 32. Community Care Practice in Taiwan

**Department:** Social Work

**Week of day:** Tuesday

**Course Time:** 14:10 pm-17:00 pm (Taiwan time)

**Grades:** 3<sup>rd</sup> & 4<sup>th</sup> year

**Credits:** 3

**Instructor:** Dr. Shu-Chuan Liao (shuchuan9@asia.edu.tw)/ Dr. Song-Lin Huang (slh4221@asia.edu.tw)

### About the Course

The course starts with the introduction of Community Care Practice concepts, such as understand the meaning of community, the importance of community organization and community development, the history and current situation of community development in Taiwan, and its meaning.

### The Course Features

The course aims to cultivate students' abilities to collect community information, record community data, observe the community, interact with people, and write reports about the communities.

The course is designed for social work students. It first guides students to see their community, being able to describe their community, to have emotions in their community, and to see the people who have worked hard for the community. Then we will look into our communities again with the theoretical knowledge in the classroom, which triggered the motivation to participate in community development. The students will visit communities in the north, south, and central part of Taiwan through video camera(s).

## Syllabus

Week	Contents	Teaching Hours
1 (Sep. 22)	Introduction of the Course;	3
2	Introduction to Community Work	3
3	The Origin and Development of Community Work	3
4	Theory and Model of Community Work	3
5	Field Visit I /Theory and Model of Community Work	3
6	Community Capability Construction	3
7	Community Network Construction	3
8	Planning and Evaluation of Community Service Plans	3
9	Field Visit II / Mid-term	3
10	Community Care	3
11	Field Visit III	3
12	Localized Welfare and role model community(ies)	3
13	Community Building	3
14	Field Visit IV/ Community Building	3
15	Development of Community Work in Taiwan	3
16	Towards a Sustainable Community-The Future of Community Work in Taiwan	3
17	Field Visit V /Final Report	3
18 (Jan. 19)	Final Report	3



# 33. Social Policy and Legislation

## (Practice in Taiwan)

**Department:** Social Work

**Week of day:** Monday

**Course Time:** 15:10 pm-18:00 pm (Taiwan time)

**Grades:** 3<sup>rd</sup> & 4<sup>th</sup> year

**Credits:** 3

**Instructor:** Dr. Chih-Bang Hsiao ([chb-hsiao@asia.edu.tw](mailto:chb-hsiao@asia.edu.tw))/ Dr. Song-Lin Huang ([slh4221@asia.edu.tw](mailto:slh4221@asia.edu.tw))

### About the Course

The course starts with introducing social policy and legislation concepts, such as social policy history, definition, related theory, and perspectives from different angles. It then proceeds to apply the concepts in social work practices by inviting the international students at Asia University to work with clients to help clients recover from struggling in a difficult time. Social policy and social legislation are essential parts of "indirect service" in social work. The standard, definition, and effect of "direct service" play a vital role. Therefore, as a learner of social work, in addition to the study of direct service and its skills, it is also necessary to understand the connotation, history, and related theories of social policy, and have an understanding of social legislation in various fields. The connotation is applied beyond the direct service. It can deduct or evaluate its impact on the direct service based on social policies from different positions and analyze the pros and cons of various policies.

### The Course Features

The course aims to cultivate students' abilities to analyze and link social policies and direct services. They would also gain knowledge of the relevant theories, concepts, or ideologies learned in the course to deduce its policy connotation and influence, and further provide insights on the revision of policies and laws in Taiwan.

Starting from the needs of the service target, assess and criticize the impact of relevant policies or regulations on the service target so that the formulation of social policies can better meet the service target's needs. Meanwhile, students will have Social welfare-related institutions field visit through video camera(s).

## Syllabus

Week	Contents	Teaching Hours
1 (Sep. 21)	Introduction of the Course	3
2	Introduction to Social policy and social legislation	3
3	Ideology and social policy/ Childcare institution field visit	3
4	Values and Social Policy	3
5	Social Policy Making and Welfare Delivery/ Social welfare institution field visit	3
6	Social Welfare and the Welfare State	3
7	Social Security System and Social Insurance	3
8	Social Security System and Social Assistance	3
9	Midterm Exam	3
10	Policy Development of the Welfare States	3
11	Social of Social Assistance Legislation	3
12	Children and Youths Welfare Acts/ Long-Term care institution field visit	3
13	Senior Citizens' Welfare Act	3
14	Physically and Mentally Disabled Citizens Protection Act	3
15	Gender Equity Welfare Act/ Elderly care institution field visit	3
16	Laws of Indigenous Taiwanese and Welfare Acts of Foreign Spouses	3
17	Labor Standards Law	3
18 (Jan. 18)	Course Review/ Final Exam	3

## 34. Social Work and Art Complementary Therapy

Department: Social Work

Week of day: **TBD**

Course Time: **TBD** (to be offered in Spring Semester 2021)

## 35. Approaches to Literature (II)

**Department:** Foreign Languages & Literature

**Week of day:** Tuesday

**Course Time:** 13:10 pm-15:00 pm (Taiwan time)

**Grades:** 1<sup>st</sup> & 2<sup>nd</sup> year

**Credits:** 2

**Instructor:** Prof. Yinghuei Chen (ychen52@asia.edu.tw)

### About the Course

This introductory course of “Approaches to Literature” aims to acquaint students with poetry, fiction (short stories) and drama as literary genres and their respective intrinsic elements such as rhyme, the voice, the story, the plot, the character, the narrative point of view, and the ending, as well as their extrinsic elements such as the setting, the theme, symbolism and the writer’s world view. The overall purpose of the course is to help students cultivate their skills of reading, interpretation, and criticism, that is, to enable them to read and produce text within text, upon text and against text respectively. Upon completion of the course students will be able to read a text both as social criticism and psychological mapping. Their interest in literature and the development of their critical thinking will in this way be enhanced.

### The Course Features

This course deals with three major literary genres: poetry, fiction and drama. As an introductory course exploring the essential intrinsic and extrinsic elements of each genre, it will introduce classic works of English literature from the Renaissance period up to the present. Students will also learn how to perform literature and how to do flipped learning.

## Syllabus

Week	Contents	Teaching Hours
1 (Sep. 22)	Class begins. "The Lake Isle of Innisfree" (by W.B. Yeats) & "I Wandered Lonely as a Cloud" (by William Wordsworth)	2
2	"The Soul Selects Her Own Society" (by Emily Dickinson); "I Am Nobody, Who Are You?" (by Emily Dickinson) "The Road Not Taken" (by Robert Frost)	2
3	"Let Me Not to the Marriage of True Minds" (by William Shakespeare); "Ozymandias" (by P. B. Shelley)	2
4	"Harlem" (by Langston Hughes); "The Chimney Sweeper" (by William Blake)	2
5	"Ex Poser" (by Paul Jennings)	2
6	"Cat in the Rain" (by Ernest Hemingway)	2
7	"The Story of an Hour" (by Kate Chopin)	2
8	"The Story of an Hour" (con.)	2
9	Mid-term Exam	2
10	"Saboteur" (by Ha Jin)	2
11	"Saboteur" (con.)	2
12	Excerpts from "Romeo & Juliet" (by William Shakespeare)	2
13	Excerpts from "Romeo & Juliet" (con.)	2
14	Excerpts from "Julius Caesar" (by William Shakespeare)	2
15	"Trifles" (by Susan Glaspell)	2
16	"Trifles" (con.)	2
17	Retrospection of the class; 3-4 pages of Reading Notes Due	2
18 (Jan. 19)	Last Class; Final Exam	2

## 36. English Interpretation for Tour Guide

**Department:** Foreign Languages & Literature

**Week of day:** Wednesday

**Course Time:** 10:10 am-12:00 pm (Taiwan time)

**Grades:** 4<sup>th</sup> year

**Credits:** 2

**Instructor:** Dr. Jun (Scott) Chen Hsieh (curtis3883@asia.edu.tw)

### About the Course

This course aims to help students cultivate their expertise in guided tourism and enhance the proficiency (fluency and accuracy) of their communicative competences as well as oral expression.

The contents cover not only advanced theme-based vocabulary and conversation but also diverse multimedia resources related to tourism topics, with which immersive simulation and flipped learning strengthens students' reading, listening, and discussion abilities.

In addition, group collaboration will be practiced to enhance students' capacity for group project, to sharpen their oral presentation skills, to improve teamwork and accountability. Experts in the tourism field will be invited to share their hands-on experiences to further develop students' civil concern and spirit of service, inspire innovative thinking, and enhance core competency.

### Grading:

1. Presence - 15%
2. In-class participation - 10%
3. Group conversation - 20%
4. Individual oral presentation on Scenic spot introduction - 20%
5. International Travel Fair (Group travel itinerary package) - 30%
6. Reflection - 5%

## Syllabus

Week	Contents	Teaching Hours
1 (Sep. 23)	Orientation	2
2	Motivation for Travel	2
3	Before the trip (plan, document, reservations)	2
4	At the airport, being on board, & arrival	2
5	Quality in Tourism	2
6	Accommodation & transportation	2
7	Restaurant & shopping (GC script due)	2
8	Entertainment	2
9	Culture and Heritage (GCP1)	2
10	Travel brochure sharing (GCP2)	2
11	Environmental Pollution and Tourism Activities	2
12	Problem solving (SSI1)	2
13	<b>Invited talk</b> (Travel Agent Business)	2
14	Tourism and community development (SSI2)	2
15	Environment & Ecology (SSI3)	2
16	Sustainable Tourism	2
17	International Travel Fair (Group travel itinerary package)	2
18 (Jan. 20)	International Travel Fair (Group travel itinerary package)	2

**Note:** GCP = Group conversation presentation, SSI = Scenic spot introduction

## 37. English Composition (V)

**Department:** Foreign Languages & Literature

**Week of day:** Thursday

**Course Time:** 13:10 pm-15:00 pm (Taiwan time)

**Grades:** 3<sup>rd</sup> year

**Credits:** 2

**Instructor:** Dr. Yuan-Zhen, Mao ([jeaniemao@asia.edu.tw](mailto:jeaniemao@asia.edu.tw))

### About the Course

As a mandatory course for third-year DFLL students (juniors), this course unfolds with a concise review of elements in standard essay and the purpose of hooks in English composition. Students will practice writing various types of essay, such as narrative, descriptive, expository, process, compare-contrast, and argument while exchanging ideas and collaborating with classmates through Moodle (or Microsoft Teams®) platform. With instructor's assistance, students can identify grammatical errors that EFL users often make and correct those errors on their own. Accordingly, students will be able to write confidently and systematically after taking this course.

### The Course Features

This course plans to enhance students' writing skills so that they will be able to compose essays for academic purposes, including book/film reviews and arguments. In addition, students who aim for graduate programs overseas can acquire strategies for timed writing like the writing assessment in TOEFL iBT® Test.

University graduates now compete with worldwide counterparts for a position, and well written Cover Letters and organized Résumés can better present one's strengths. Starting from standard Résumé required for job application, the instructor will also introduce innovative ways of creating Résumés, so students will gain the upper hand in global job market.

## Syllabus

Week	Contents	Teaching Hours
1 (Sep. 24)	Course Introduction; Brainstorming on “How a Trip Has Changed/Changed my Life”	2
2	No class on 10/1 [Moon Festival] => <b>Watch video and complete on-line exercises</b>	
3	Review the components of a paragraph and study the components of an essay; Selective exercises from textbook Unit 1; Individual discussion on 1st short narrative essay	2
4	<b>**Upload 1<sup>st</sup> essay to Moodle (or MS Teams) by 10/12 (Mon.)**</b> ; Writing thesis statement; Textbook Unit 1; Feedback on 1 <sup>st</sup> short narrative essay	2
5	Unit 2: Narrative; Grammar Review: Narrative; Feedback on 1 <sup>st</sup> short narrative essay; Brainstorming on 2 <sup>nd</sup> narrative essay	2
6	*(Essay 2 - 1 <sup>st</sup> draft due)*; Unit 2: Narrative; Individual discussion on 2 <sup>nd</sup> narrative essay	2
7	*(Essay 2 - 2 <sup>nd</sup> draft due)*; Study a narrative essay example; Individual discussion on 2 <sup>nd</sup> narrative essay	2
8	Study a response example; Individual discussion on 2 <sup>nd</sup> narrative essay	2
9	<b>**Upload the complete 2<sup>nd</sup> essay to Criterion (if available) by 11/16**</b> ; Study a Resume example; Feedback on 2 <sup>nd</sup> narrative essay	2
10	No Class on 11/26 => <b>Watch video and complete on-line exercises</b>	
11	How to address the selection criteria in your Résumé; Read “A CV of failures”; Individual discussion on Résumé	2
12	Read an article on “dream jobs”; Individual discussion on cover letter	2
13	Unit 4: Cause and Effect; Individual discussion on Résumé	2
14	<b>**Upload Résumés and Cover Letter to Moodle (or Teams)**</b> ; Unit 4: Cause and Effect; Brainstorming on cause and effect essay	2
15	Study a cause and effect essay example; Individual discussion on cause and effect essay	2
16	Grammar/Vocabulary Review: Cause and Effect essays; Individual discussion on cause and effect essay; * (Final Essay 1 <sup>st</sup> draft due)*	2
17	Study a response example in textbook; Individual discussion on cause and effect essay; * (Final Essay 2 <sup>nd</sup> draft due)*	2
18 (Jan. 21)	<b>**Final Essay-cause and effect due**</b> ; Feedback on cause and effect essay	2



# 38. Multiculturalism and Global Perspective (English General Education)

Department: Center of General Education (Foreign Langs. & Lit.)

Week of day: **Tuesday**

Course Time: **13:10 pm-15:00 pm (Taiwan time)**

Grades: **1<sup>st</sup> & 2<sup>nd</sup> year**

Credits: **2**

Instructor: Prof. Yinghuei Chen ([ychen52@asia.edu.tw](mailto:ychen52@asia.edu.tw))

## About the Course

The course starts with the introduction of some mega concepts, such as culture, multiculturalism, globalization, international mobility and then proceeds to the application of these mega concepts in different social practices by inviting the international students at Asia University to present the best aspects of their respective culture and society. Students will be divided into groups for group discussion and assignment and issues/topics for group presentation at the end of the course will be announced in progress.

## The Course Features

The course aims to cultivate students' global perspective and multicultural awareness, the two core competences for young people today, according to Derek Bok, the former President of Harvard University. Upon the completion of the course students will learn how to live in a globalized society.

About a dozen of international students from different countries at Asia Univ. will be invited to take part in the class so that they could interact culturally and intellectually with local students to enhance mutual understanding in a multicultural setting.

## Syllabus

Week	Contents	Teaching Hours
1 (Sep. 22)	Introduction of the Course; Watch Jay Walker TED: The World's English Mania	2
2	What Is Meant by Globalization? Why College Students Need to Develop Global Mobility? Watch Sir Ken Robinson TED: How schools kill creativity?	2
3	What is Culture? What Is Multiculturalism? Watch Tim Cook Speech for Duke Univ.'s 2018 Commencement	2
4	What Is Culture? (con.) What Is Multiculturalism? (con.) Watch Steve Jobs TED "Stay Hungry, Stay Foolish"	2
5	Asia University (AU) "318" Internationalization Strategies; Introduction of Indonesia (presented by an Indonesian student)	2
6	Introducing "The World Is Flat" by Thomas Friedman; Introduction of the Philippines (presented by a Philippine student)	2
7	"The World Is Flat" (Chs 1 & 2); Introduction of India (presented by an Indian student)	2
8	Review of the contents for the previous weeks	2
9	Mid-term Exam	2
10	Read Preface of Nudge: Improving Decisions About Health, Wealth and Happiness; Discussion of Student's Individual or Group Work	2
11	Introducing China's "One Belt One Road"; Introduction of Vietnam (presented by a Vietnamese student)	2
12	Introducing Taiwan's "New Southbound Policy"; Introduction of Mongolia (presented by a Mongolian student)	2
13	"New Southbound Policy" (cont.); Introduction of Europe (presented by an European student)	2
14	"The World Is Flat" (Ch. 11); Introduction of Europe (cont.) (presented by an European student)	2
15	English and Globalization; Introduction of Africa (presented by an African student)	2
16	Sunny-side up, Starbucks and College Student's Global Mobility; Introduction of America	2
17	Group Final Report due; Introspection and Reflection of the Course	2
18 (Jan. 19)	Final Exam	2

## 39. Topics in English and Globalization

Department: Foreign Languages & Literature

Week of day: **Tuesday**

Course Time: **09:10 am-12:00 pm (Taiwan time)**

Grades: **4<sup>th</sup> year & MA**

Credits: **3**

Instructor: Prof. Kun-Liang Chuang (klchuang@asia.edu.tw)

### About the Course

This course will trace the history of globalization and explore how the English language has changed its faces as it crosses various borders in the global interaction with different cultures. The discussion will delve into the nature of so-called global English by highlighting its characteristics of grammatical simplification, lexical complexity and innovation of expressions with the tints of cultural specificities. This course will be conducted by my lectures and your oral presentations. Your active participation in the class discussion will be highly encouraged and class attendance is mandatory. Your grade will be given according to your class performances and a final term paper.

## Syllabus

Week	Contents	Teaching Hours
1 (Sep.22)	Introduction: Globalization and English as a Lingua Franca	3
2	A. Major topics in global Englishes Global Englishes (Jennifer Jenkins) pp.1-26	3
3	Global Englishes, pp. 27-56	3
4	B. Development: implications and issues Global Englishes, pp.58-84	3
5	Global Englishes, pp.85-111	3
6	C. Exploration: current debates in global Englishes Global Englishes, pp.112-145	3
7	Global Englishes, pp.146-180	3
8	D. Extension: readings in global Englishes Global Englishes, pp.181-205	3
9	Global Englishes, pp.206-247	3
10	"Emerging Englishes: Hong Kong and China." Kirkpatrick, 137-152 "Formulaicity and Variation in ELF" (Mackenzie 88-114)	3
11	Three perspectives on ELF (Mauranen 15-65)	3
12	Intelligibility and Interlocutors, Kachru 59-70 The Dynamics of ELF usage, Seidlhofer 94-123	3
13	Project proposal: ELF in Taiwan (or your country) contexts	3
14	David Crystal: English as a global language, 123-191 Ian Mackenzie, Elf in the classroom, 164-175	3
15	Kachru, Contextualizing world Englishes literature, 165-176 Anna Mauranen: Exploring ELF, 234-254	3
16	Oral presentation in class	3
17	Oral presentation in class	3
18 (Jan. 19)	Term papers due	3

## 40. Beginner Chinese (I)

Department: Chinese Language Center

Week of day: **Friday**

Course Time: **09:10 am-12:00 pm (Taiwan time)**

Grades: **Basic or Beginning level**

Credits: **2**

Instructor: Ms. Yu-Zhen, Jian ([yuchenchien@asia.edu.tw](mailto:yuchenchien@asia.edu.tw))

### About the Course

The course aims to teach students the basic Chinese skills and knowledge and to train them to use Chinese to meet their basic needs and describe basic information such as family, habits and personal life.

### The Course Features

The course helps students to understand the basic skills and knowledge of the Chinese language, including the use of phonetics and sentence patterns. Upon the completion of this course, students will be able to use basic Chinese sentences and vocabularies to introduce themselves or communicate with others and solve the problems of daily life.

## Syllabus

Week	Contents	Teaching Hours
1 (Sep. 25)	Introduction of the Course and pinyin; Textbook	3
2	National holiday: Moon Festival	3
3	Lesson 1: Welcome to Taiwan (I) Vocabulary I&II	3
4	Lesson 1: Welcome to Taiwan (II) Grammar and Chinese Characters	3
5	Lesson 1: Welcome to Taiwan (III) Text comprehension and review	3
6	Lesson 2: My Family (I) Vocabulary I&II	3
7	Lesson 2: My Family (II) Grammar and Chinese Characters	3
8	Lesson 2: My Family (III) Text comprehension and review	3
9	Mid-term Exam	3
10	Lesson 3: What do you don on weekend (I) Vocabulary I&II	3
11	Lesson 3: What do you don on weekend (II) Grammar and Chinese Characters	3
12	Lesson 3: What do you don on weekend (III) Text comprehension and review	3
13	Lesson 4: How much is it (I) Vocabulary I&II	3
14	Lesson 4: How much is it (II) Grammar and Chinese Characters	3
15	National Holiday	3
16	Lesson 4: How much is it (III) Text comprehension and review	3
17	Course Review	3
18 (Jan. 22)	Final Exam	3

# 41. Introduction of Taiwanese/ Chinese Culture (II)

Department: Chinese Language Center

Week of day: **Thursday**

Course Time: **10:10 am-12:00 pm (Taiwan time)**

Grades: **Students with CEFR A2 & above Chinese Ability**

Credits: **2**

Instructor: Ms. Yu-Zhen, Jian ([yuchenchien@asia.edu.tw](mailto:yuchenchien@asia.edu.tw))

**\*This course is taught in 80%-90% Chinese, students who want to take this course needs Chinese ability above CEFR A2.**

## About the Course

The course aims to teach students some knowledge about the Chinese/Taiwanese society and culture, such as the myths, the philosophies, the religions, the festivals, and the etiquette and customs, so that students will acquire a comprehensive understanding of Chinese/Taiwanese culture and society.

## The Course Features

The course helps students to develop a comprehensive view of Chinese/Taiwanese culture and society, enabling them in this manner to explain and appreciate the differences between one culture and another.

## Syllabus

Week	Contents	Teaching Hours
1 (Sep. 24)	Introduction of the Course	3
2	Chinese Mythology System -Introduction	3
3	Chinese Mythology System -San Taizi Nuozha (I)	3
4	Chinese Mythology System -San Taizi Nuozha (II)	3
5	Chinese Mythology System -Nuwa Patching the Sky (I)	3
6	Chinese Mythology System -Nuwa Patching the Sky (II)	3
7	Ethics and Personality Traits -Twenty-Four Filial Piety (I)	3
8	Ethics and Personality Traits -Twenty-Four Filial Piety (II)	3
9	Mid-term Exam	3
10	History and Politics -Emperor Qin and Lu Buwei (I)	3
11	History and Politics -Emperor Qin and Lu Buwei (II)	3
12	Literary Works and Literary Artist -Poetry Fairy Li Bai (I)	3
13	Literary Works and Literary Artist-Poetry Fairy Li Bai (II)	3
14	Medicine and Technology -Li Shizhen and Chinese Medicine (I)	3
15	Medicine and Technology -Li Shizhen and Chinese Medicine (II)	3
16	Folk Customs and Beliefs -Ghosts in Chinese Culture (I)	3
17	Folk Customs and Beliefs -Ghosts in Chinese Culture (II)	3
18 (Jan. 21)	Final Exam	3



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College of  
Creative Design

## 42. Product Semantics

**Department:** Creative Product Design

**Week of day:** Tuesday

**Course Time:** 13:10 pm-16:00 pm (Taiwan time)

**Grades:** 3<sup>rd</sup> year

**Credits:** 2

**Instructor:** Dr. Ching-Yi Wang ([spacecat@asia.edu.tw](mailto:spacecat@asia.edu.tw))

### About the Course

This course focuses on practicality, and more about the use of design methods, such as the guiding role of product instructional semantics on human operation and emotional semantics on human emotions, which can promote the development of humanized design. The method of semantic design is based on the synesthesia produced by the mutual influence of semantic stimuli on different senses. This course uses more contrasting techniques to enhance the fun of reading, such as modifying the existing products to generate new semantic meanings, allowing students to understand the influence of each link of the shape on semantic features. In addition, looking for emotional resonance in life as a starting point for semantic design methods, etc., can enable students to understand the value of semantics in design in a relatively short period of time, and find a design breakthrough that suits them.

### The Course Features

This course starts from the angle that students can accept and understand more easily, expound the basic knowledge of semantics in a more cordial way, and summarize some semantic design methods.

## Syllabus

Week	Contents	Teaching Hours
1 (Sep. 22)	Introduction of the Course	2
2	Product Language	2
3	Symbolic characteristics of product semantics	2
4	Composition of product semantics	2
5	Indicative semantics of the product	2
6	Emotional characteristics of product semantics	2
7	Symbolic cultural characteristics of product semantics	2
8	Product context	2
9	Mid-term Exam	2
10	Product semantic design method	2
11	Price language and quality language	2
12	Case study of product semantic (I)	2
13	Case study of product semantic (II)	2
14	Case study of product semantic (III)	2
15	Case study of product semantic (IV)	2
16	Case study of product semantic (V)	2
17	Case study of product semantic (VI)	2
18 (Jan. 19)	Final Exam	2

## 43. Architectural Design

**Department:** Interior Design

**Week of day:** Wednesday and Friday (2 days)

**Course Time:** 13:10 pm-16:00 pm (Taiwan time)

**Grades:** 3<sup>rd</sup> year

**Credits:** 6

**Instructor:** Dr. Chia-Hui Lin (lin888@asia.edu.tw)

### About the Course

“Architectural Design” course is designed for senior students in the Architecture Department. In this course, students would be assigned a project to design a residential living house and business office in one building in Taiwan. Through the individual discussion and idea exchange with the professor, students may enhance and extend their design ability to accomplish their project.

### The Course Features

The goal of this course is to enhance the design potential and vision of students for them to apply it in future projects. This course is to cultivate the logical thinking and creativity of students. Students may improve their abilities through the discussion and expression process in the course. There are two presentation phases during the semester for students to present their improvement of design and project.

## Syllabus

Week	Contents	Teaching Hours
1 (Sep. 23) (Sep. 25)	Introduction of the Course; Self-introduction; Project description; Introducing the base environment; Design concept	6
2	Student project observe and reviews of Asia University	6
3	Case Study; Individual discussion; Project review	6
4	Case Study; Individual discussion; Project review	6
5	Individual discussion; Project review	6
6	Individual discussion; Project review	6
7	Individual discussion; Project review	6
8	Course contents review for previous study; Student project observe and reviews of Asia University	6
9	Mid Critique	6
10	Design discussions and suggestions; Individual discussion; Project review	6
11	Design discussions and suggestions; Individual discussion; Project review	6
12	Design discussions and suggestions; Individual discussion; Project review	6
13	Plan of the design project; Individual discussion; Project review	6
14	Plan of the design project; Individual discussion; Project review	6
15	Plan of the design project; Individual discussion; Project review	6
16	Plan of the design project; Individual discussion; Project review; Student project observe and reviews of Asia University	6
17	Final Critique	6
18 (Jan. 20) (Jan. 22)	Final Report due Course Introspection and Review	6

