



# Virtual Exchange Program

Spring Semester, 2022

ASIA UNIVERSITY



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# Notes for the Virtual Exchange Program at Asia University

1. ALL courses listed in the brochure are **taught in English (except Mandarin Chinese course)** and designed for the virtual exchange program.
2. All courses are taught **online synchronously** (unless specified) to better engage the students.
3. Students interested in the virtual exchange **need to register at their home university** and at Asia University (AU) and are allowed to **take between 1 and 3 courses** listed in the brochure for exchange purpose. Exception will be granted with a special request from the partner.
4. Students to AU for the virtual exchange can **add or drop courses within two weeks after the semester begins**, and no fees will be charged.
5. The **Spring semester 2022** at AU **starts on February 14, 2022** and **ends on June 18, 2022**.
6. All **Partner universities need to nominate their students** for this virtual exchange to AU at least **4 weeks before the Spring semester begins** (that is **before January 15th, 2022**) so that we can help register the exchange students in AU system, enabling them to take courses online.
7. At AU **an undergraduate course** is required to have **20 students** or more and a graduate course **5 students** or more. The course offered in the brochure may be canceled, if not enough students meet the number requirement.
8. The virtual exchange students will be charged if the course is customized, specified, or offered by the request of AU partner universities.
9. Each student participating in the virtual exchange program will be charged US\$10 (ten dollars) for the delivery of transcripts and attendance certificate at the end of the program and **the charge fee needs to be paid when students register**.
10. To avoid extra bank service charge for wire transferring the payment, please pay in group and add additional US\$10 (ten dollars) for this bank service.

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# **College of Medical and Health Sciences**



# 1. Global Health Psychology

**Department:** Psychology

**Day of the Week:** Tuesday

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

**Grades:** Undergraduate

**Credits:** 2

**Teaching Mode:** EMI, synchronous, Tronclass, Microsoft Teams

**Course fee:** US\$ 200 (Partner university students can waive this charge.)

**Instructor:** Prof. Karl Peltzer

**E-mail:** [kfpeltzer@gmail.com](mailto:kfpeltzer@gmail.com)

## About the course

This module provides students with knowledge and understanding of methods, theory, and practice in developing and maintaining health psychology of global major burden of disease behavioral risk factors, including eating/diet/nutrition, sedentary behavior and physical activity, tobacco use, alcohol use, non-communicable chronic diseases, injury, violence, sleep disorders, and infectious diseases. Students will also develop their own health psychology intervention plan. 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

This course will provide core competencies in global health psychology interventions. Upon completion of the course, students will learn how to use a bio-psycho-social-spiritual model and will be able to apply health psychology interventions in a global context. In this course, not only you will learn how various factors influence your health and your decision to seeking help, you will also be an active participant in making changes to your own health behavior.

## Weekly Syllabus

Week	Contents	Note
1	What is health psychology? 1 Read: Taylor, S.E. (2018). Health psychology (10th ed.). New York, NY: McGraw-Hill. URL: <a href="http://perpus.univpancasila.ac.id">http://perpus.univpancasila.ac.id</a> › EBUPT190956	
2	What is health psychology? 2 Read: World Health Organization (WHO) (2009) Global health risks. Mortality and burden of disease attributable to selected major risks. URL: chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/viewer.html?pdfurl=https%3A%2F%2Fwww.who.int%2Fhealthinfo%2Fglobal_burden_disease%2FGlobalHealthRisks_report_full.pdf&clen=3795096&chunk=true	
3	Theories and models in health psychology 1 Read: Kok, G., Gottlieb, N. H., Peters, G. J., Mullen, P. D., Parcel, G. S., Ruiter, R. A., Fernández, M. E., Markham, C., & Bartholomew, L. K. (2016). A taxonomy of behavior change methods: an Intervention Mapping approach. Health psychology review, 10(3), 297–312. <a href="https://doi.org/10.1080/17437199.2015.1077155">https://doi.org/10.1080/17437199.2015.1077155</a>	
4	Theories and models in health psychology 2 Watch: NIH behavior theories application. NIH mHealth Online Course 2: Understanding Health Related Behavior, Donna Spruijt-Metz. Video: URL: <a href="https://youtu.be/IAeDIFnhMw">https://youtu.be/IAeDIFnhMw</a>	
5	Eating/diet/nutrition 1 Watch: Obesity China's big problem. Video: <a href="https://www.aljazeera.com/program/101-east/2019/8/8/obesity-chinas-big-problem">https://www.aljazeera.com/program/101-east/2019/8/8/obesity-chinas-big-problem</a>	
6	Eating/diet/nutrition 2 Read: Nutrition International (2019) Behavior change intervention toolkit. URL: <a href="file:///C:/Users/user/Downloads/BCI_Tool-kit_Digital_NI_2019.pdf">file:///C:/Users/user/Downloads/BCI_Tool-kit_Digital_NI_2019.pdf</a>	
7	Sedentary behavior and physical activity 1 Read: WHO guidelines on physical activity and sedentary behavior. Geneva: World Health Organization; 2020. License: CC BY-NC-SA 3.0 IGO. URL: <a href="file:///C:/Users/user/Downloads/9789240015128-eng%20(2).pdf">file:///C:/Users/user/Downloads/9789240015128-eng%20(2).pdf</a>	
8	Sedentary behavior and physical activity 2 Watch: Just Stand Wellness Summit: video: <a href="https://youtu.be/mLqwomQXkJs">https://youtu.be/mLqwomQXkJs</a>	
9	<b>Mid-term Exam</b>	
10	Alcohol use 1 Read: Global status report on alcohol and health 2018. Geneva: World Health Organization; 2018. License: CC BY-NC-SA 3.0 IGO. URL: <a href="file:///C:/Users/user/Downloads/9789241565639-eng.pdf">file:///C:/Users/user/Downloads/9789241565639-eng.pdf</a>	
11	Alcohol use 2 Read: World Health Organization. (2001). Brief intervention for hazardous and harmful drinking: a manual for use in primary care / Thomas F. Babor, John	

	C. Higgins-Biddle. World Health Organization. <a href="https://apps.who.int/iris/handle/10665/67210">https://apps.who.int/iris/handle/10665/67210</a>	
12	Tobacco use 1 Read: WHO report on the global tobacco epidemic 2021: addressing new and emerging products. URL: <a href="https://www.who.int/publications/i/item/9789240032095">https://www.who.int/publications/i/item/9789240032095</a>	
13	Tobacco use 2 Read: World Health Organization (2010) Assist The Alcohol, Smoking and Substance Involvement Screening Test (ASSIST) Manual for use in primary care. URL: <a href="file:///C:/Users/user/Downloads/9789241599382_eng.pdf">file:///C:/Users/user/Downloads/9789241599382_eng.pdf</a>	
14	Violence and injury 1 Watch: Domestic violence in China. Video: <a href="https://youtu.be/c4c1W-p6STI">https://youtu.be/c4c1W-p6STI</a>	
15	Violence and injury 2 Read: World Health Organization (2015) Preventing youth violence: an overview of the evidence. URL: <a href="file:///C:/Users/user/Downloads/9789241509251_eng.pdf">file:///C:/Users/user/Downloads/9789241509251_eng.pdf</a>	
16	Sleep disorders Watch: How to get a good night's sleep. Video: <a href="https://youtu.be/xxwTWYDnALI">https://youtu.be/xxwTWYDnALI</a>	
17	Group Final Presentation	
18	<b>Final Exam</b>	

## 2. \*Special Topics in Health Promotion and Health Education

Department: **Healthcare Administration**

Day of the Week: **Wednesday**

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

Grades: **Graduate students**

Credits: **3**

Teaching Mode: **EMI, synchronous, Tronclass, Microsoft Teams**

Course fee: **US\$ 250**

Instructor: **Dr. Yulyu Yeh**

E-mail: [yyyeh@asia.edu.tw](mailto:yyyeh@asia.edu.tw)

**\* This course is fee-paying, and students registered for this course each needs to pay US\$ 250 for the tuition fee.**

### About the course

A well-designed health promotion/health education program requires well thought-out planning before execution and evaluation of its effectiveness can occur. This course is designed for graduate students with little formal experience in preparation of health promotion/ health education programs. This course will provide students with the fundamental of health promotion and health education, including educational, theoretical and pedagogical factors for consideration, various aspects of health promotion program and delivery methods, understanding of health program models, theories and frameworks.

### The course features

During this course, you will learn to design an evidenced-based health education/health promotion program, including needs assessment, selection of program model, program implementation and an introduction to the role of evaluation. Upon the conclusion of the course, the student will be able to:

1. Identify common health education/health promotion models and their components,
2. Demonstrate ability to perform needs assessment,
3. Define the role of cultural competence in program planning,
4. Identify common resources used for health education/health promotion program implementation,
5. Differentiate between mission statements, goals and objectives,
6. Apply APA style in writing,
7. Apply HE/HP models in the development of HE/HP program,
8. Describe the role of program evaluation in health education/health promotion planning,
9. Design a theoretically based health education/health promotion intervention.



## Weekly Syllabus

Week	Contents	Note
1	Introduction	
2	Definition and history of Health Promotion and Health Education	
3	Needs Assessment	
4	The Theory of Health Promotion	
5	Health Communication	
6	APA writing	
7	Health Promotion and Nutrition	
8	Group discussion	
<b>9</b>	<b>Mid-term presentation</b>	
10	Health Promotion and Physical activities (Submit midterm paper)	
11	Health Promotion, Stress, and Emotion	
12	Intervention	
13	Community organization & Identification, allocation resources	
14	Library	
15	Program Evaluation	
16	Program Evaluation	
<b>17</b>	<b>Final Project Presentations</b>	
<b>18</b>	<b>Final Project Presentations</b>	

### 3. Ethics in Scientific Research

**Department:** Medical Laboratory Science and Biotechnology

**Day of the Week:** Tuesday

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

**Grades:** Undergraduate

**Credits:** 1

**Teaching Mode:** EMI, synchronous, Tronclass, Microsoft Teams

**Course fee:** US\$ 100 (Partner university students can waive this charge.)

**Instructor:** Dr. Yang-Chia Shih

**E-mail:** [angelashih@asia.edu.tw](mailto:angelashih@asia.edu.tw)

#### About the course

The purpose of this course is to teach graduate students for scientific and ethical norms. This course enables students to understand laboratory safety, biological safety assessment, clinical trials ethics, ethical values, and academic research. The course will use case studies to develop students in their speculative ethical judgment and critical thinking ability.

#### The course features

This course is designed to help students to develop basic concepts of scientific ethics and to apply ethical methods and thinking to solve ethical problems arising from the application of biomedical technology. This course enables students to understand the ethical issues for academic research, genome editing, animal studies, gene biobank, clinical study, biosafety of GMO and case analysis.

## Weekly Syllabus

Week	Contents	Note
1	Course Introduction	
2	Academic Ethics and Values	
3	Research Ethics (1)	
4	Research Ethics (2)	
5	Scientific Misconduct	
6	Authorship and Peer-reviewed Publication	
7	The Ethics Issues of Genome Editing	
8	Animal Ethical Issues	
9	<b>Mid-term Report</b>	
10	Gene Biobank Risk	
11	Ethical Issues for Clinical Studies	
12	Biosafety Issues of GMO	
13	Questionable Research Practice	
14	Case Study (1)	
15	Case Study (2)	
16	Case Analysis and Oral Report of Scientific Ethics Practice (1)	
17	Case Analysis and Oral Report of Scientific Ethics Practice (2)	
18	Course Summary	

## 4. Immunology

**Department:** Medical Laboratory Science and Biotechnology

**Day of the Week:** Wednesday

**Course Time:** 13:10-15:00

**Grades:** Undergraduate

**Credits:** 2

**Teaching Mode:** EMI, synchronous, Tronclass, Microsoft Teams

**Course fee:** US\$ 200 (Partner university students can waive this charge.)

**Instructor:** Dr. Ya-Li Yao

**E-mail:** [yyao@asia.edu.tw](mailto:yyao@asia.edu.tw)

### About the course

This course provides a basic understanding of how the human immune system operates. Course content covers an overview of the immune system, generation of B-cell and T-cell responses, immune effector mechanisms, and the Immune system in diseases. Upon completion of this course, students will have a general understanding of the function of the human immune system both in a healthy individual as well as in disease conditions.

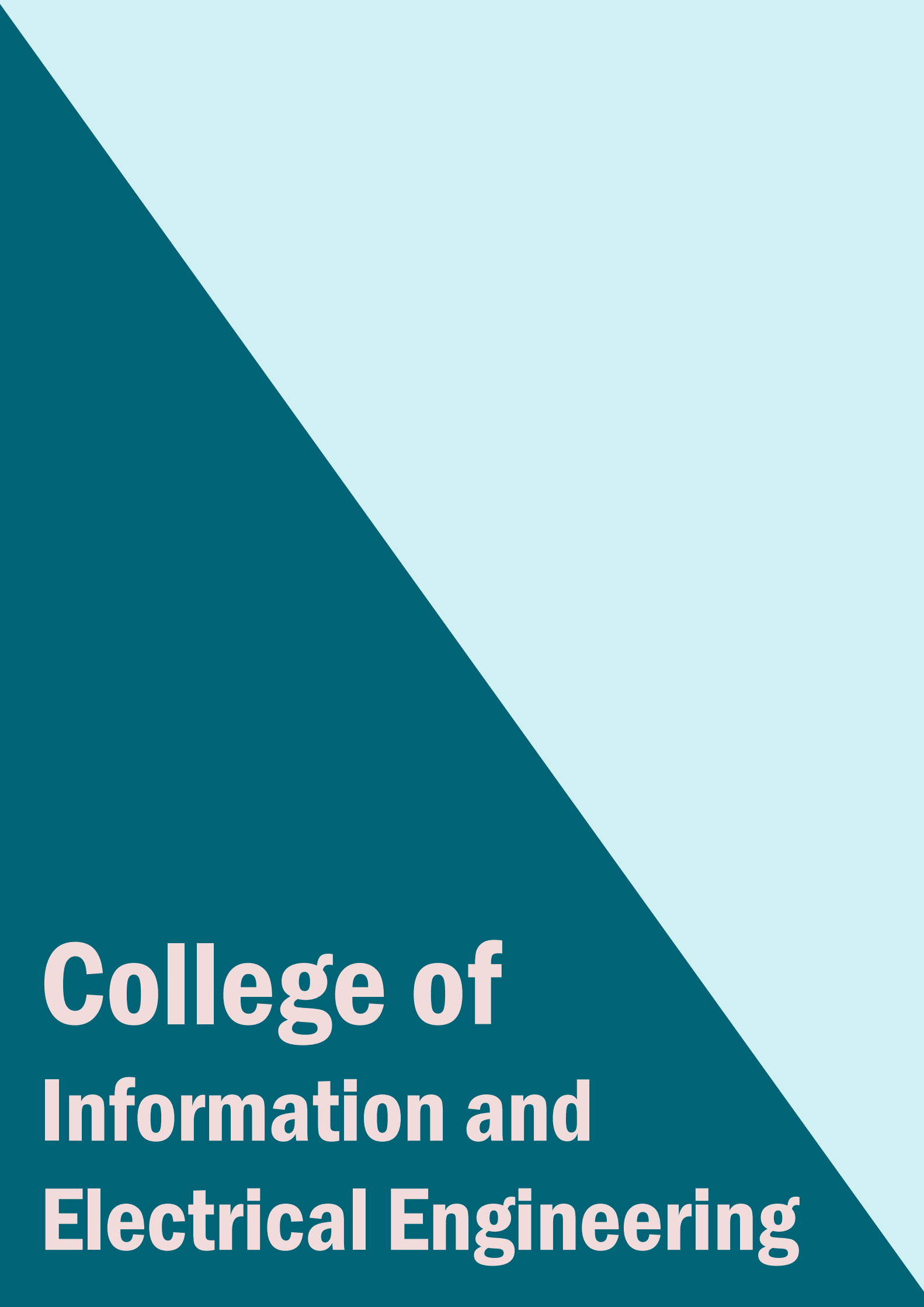
### The course features

This course aims to familiarize students with basic concepts and terms of Immunology. Students will be provided with the opportunity to discuss cases related to medicine.



## Weekly Syllabus

Week	Contents	Note
1	Introduction of the Course; Overview of the Immune System	
2	Cells and Organs of the Immune System	
3	Antigens	
4	Antibodies: Structure and Function	
5	Organization and Expression of Immunoglobulin Genes	
6	Antigen-Antibody Interactions: Principle and Applications	
7	Major Histocompatibility Complex	
8	Antigen Processing and Presentation	
9	<b>Mid-term Exam</b>	
10	T cell Receptor	
11	T-Cell Maturation, Activation, and Differentiation	
12	B-Cell Generation, Activation, and Differentiation	
13	Cytokines	
14	Cell-mediated Effector Responses	
15	The Complement System Leukocyte Migration and Inflammation	
16	Hypersensitive Reactions	
17	Immune Response to Infectious Diseases Cancer and the Immune System	
18	<b>Final Exam</b>	

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# **College of Information and Electrical Engineering**

## 5. Omics

**Department:** Bioinformatics and Medical Engineering

**Day of the Week:** Thursday

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

**Grades:** Junior, Senior and Master students

**Credits:** 3

**Teaching Mode:** EMI, synchronous, Tronclass, Microsoft Teams

**Class limit:** up to 30 students

**Course fee:** US\$ 250 (Partner university students can waive this charge.)

**Instructor:** Prof. Ka-Lok Ng

**E-mail:** [ppiddi@gmail.com](mailto:ppiddi@gmail.com)

### About the Course

This course is designed for students who major in engineering and science. Omics is a new area of study in molecular biology that examines the feature of a large family of biological molecules, such as DNA, mRNA, proteins, metabolites, lipids and carbohydrates (saccharides). This course is designed to give students a general understanding of the genomes, transcriptomes, proteomes and their integration, i.e. omics. Genomes, transcriptomes and proteomes are the large-scale study of genes, transcripts, and proteins. In addition, this course will also cover the following topics: regulatory elements, epigenetic mechanism (DNA methylation, chromatin modeling), and non-coding RNA biology. Networks of interactions are fundamental to all biological processes. In the last decade, we began to see much progress in analyzing biological networks using the random graph approach. Network motifs are patterns that occur more often than their randomized parts. A complex network can be characterized by certain topological measurements. Students will learn those techniques in the course.

### The Course Features

The aim of this course is to provide students with a basic understanding of genomes, transcriptomes and proteomes. Students will be able to utilize the knowledge they have acquired to conduct more in-depth study of omics at the end of the course. This course makes use of the recent development in omics research to illustrate the concept to motivate students' interest in this study.

## Weekly Syllabus

Week	Contents	Teaching Hours	Note
1	Introduction	3	
2	Introduction to Genome Projects	3	
3	Statistical analysis of biological sequences	3	
4	Gene Expression and Transcriptomics	3	
5	Gene Expression and Transcriptomics	3	
6	Epigenomics	3	
7	Epigenomics	3	
<b>8</b>	<b>Mid-term exam</b>	<b>3</b>	
9	Review of mid-term exam, Proteomics	3	
10	Proteomics	3	
11	Functional Genomics	3	
12	RNAomics	3	
13	RNAomics	3	
14	Integrative Genomics I	3	
15	Integrative Genomics II	3	
16	Drugomics	3	
<b>17</b>	<b>Final exam</b>	<b>3</b>	
18	Review of final exam	3	



## 6. Digital Image Processing

**Department:** Computer Science & Information Engineering

**Day of the Week:** Tuesday

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

**Grades:** 1<sup>st</sup> - 3<sup>rd</sup> year undergraduate students

**Credits:** 3

**Teaching Mode:** EMI, synchronous, Tronclass, Microsoft Teams

**Course fee:** US\$ 250 (Partner university students can waive this charge.)

**Instructor:** Dr. Rung-Sheng Chen

**E-Mail:** [rschen@asia.edu.tw](mailto: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 of  $f$  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.

## Weekly Syllabus

Week	Contents	Teaching Hours	Note
1	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	<b>Mid-term Exam</b>	<b>3</b>	
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	<b>Final Exam</b>	<b>3</b>	

## 7. \*Computer Networks

**Department:** Computer Science & Information Engineering

**Day of the Week:** Tuesday

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

**Grades:** Master/Doctoral Students

**Credits:** 3

**Teaching Mode:** EMI, synchronous, Tronclass, Microsoft Teams

**Class limit:** up to 25 students

**Course fee:** US\$ 250

**Instructor:** Prof. Brij Bhooshan Gupta

**E-mail:** [bbgupta@asia.edu.tw](mailto:bbgupta@asia.edu.tw)

**\*This course is fee-paying, and students registered for this course each needs to pay US\$ 250 for the tuition fee.**

### About the course

This course will teach the fundamentals of networking with an emphasis on advanced networking algorithms, protocols, and implementations. First, we'll take a quick look back at how the Internet came to be, and how it works now. Following that, we'll cover a selection of advanced networking subjects, including reference models, the transmission environment, technologies, routing algorithms, IP, UDP, and TCP protocols, secure data transfer techniques, application protocols, network security, and management systems. Students will be separated into groups for group discussion and assignments, and issues/topics for the final group presentation will be revealed during the semester.

### The course features

The course aims to cultivate students' global perspective and technical awareness. Through this course students can recognize the technological trends of Computer Networking. Also, they are familiar with the essential protocols of computer networks, and how they can be applied in network design and implementation. This course mainly discusses the key technological components of the Network.

## Weekly Syllabus

Week	Contents	Note
1	Overview of Data Communication and Networking: Introduction; Data communications: components, data representation, direction of data flow (simplex, half duplex, full duplex); network criteria, physical structure (type of connection, topology), categories of network (LAN, MAN, WAN)	
2	Internet: Brief history, Protocols and standards; Reference models: OSI reference model, TCP/IP reference model, their comparative study	
3	Physical Level: Overview of data (analog & digital), signal (analog & digital), transmission (analog & digital) & transmission media (guided & unguided);	
4	Circuit switching: Time division & Space division switch, TDM bus; Telephone Network	
5	Data link Layer: Types of errors, framing (character and bit stuffing), error detection & correction methods	
6	Flow control; Protocols: Stop & wait ARQ, Go-Back- N ARQ, Selective repeat ARQ, HDLC	
7	Medium Access sub layer: Point to Point Protocol, LCP, NCP, Token Ring; Reservation, Polling	
8	Review of Weeks 1-7	
9	<b>Mid-term Exam</b>	
10	Multiple access protocols: Pure ALOHA, Slotted ALOHA, CSMA, CSMA/CD, CSMA/CA	
11	Network layer: Internetworking & devices: Repeaters, Hubs, Bridges, Switches, Router, Gateway.	
12	Addressing: IP addressing, subnetting; Routing: techniques, static vs. dynamic routing, Unicast Routing Protocols: RIP, OSPF, BGP; Other Protocols: ARP, IP, ICMP, IPV6;	
13	Transport layer: Process to Process delivery; UDP; TCP; Congestion Control: Open Loop, Closed Loop choke packets	
14	Quality of service: techniques to improve QoS: Leaky bucket algorithm, Token bucket algorithm	
15	Application Layer Introduction to DNS, SMTP, SNMP, FTP, HTTP & WWW	
16	Network Security: Types of ciphers, one-time pads, symmetric key algorithms (DES), Cryptanalysis	
17	Network security II: Public key algorithm (RSA and others), Management of public keys, Digital signatures, Access-control protocols, Authentication standards: Ipsec, SSL/TLS, E-mail security, Firewalls, IDS, IPS	
18	Introspection and Reflection of the Course, <b>Final Exam</b>	



## 8. \*Cryptography and Its Applications

**Department:** Computer Science & Information Engineering

**Day of the Week:** Thursday

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

**Grades:** Master/Doctoral Students

**Credits:** 3

**Teaching Mode:** EMI, synchronous, Tronclass, Microsoft Teams

**Class limit:** up to 25 students

**Course fee:** US\$ 250

**Instructor:** Prof. Hsing-Chung Chen

**E-mail:** [cdma2000@asia.edu.tw](mailto:cdma2000@asia.edu.tw)

**\*This course is fee-paying, and students registered for this course each needs to pay US\$ 250 for the tuition fee.**

### About the course

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 trends of Cryptography and its 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, students will learn how to design safety-related Cryptography algorithms. Finally, students will learn the cryptography and its applications theories and practices relative to massive IoT applications and any future information communication systems

### The course features

The main course feature of this course is to introduce the theories and practices of cryptography and its applications. Second, the related research papers will be introduced in this course. Finally, the students could learn how to do the relative research and publish papers to international conferences or journals.

## Weekly Syllabus

Week	Contents	Note
1	Introduction of the Course and Security Trend.	
2	Basic Mathematics Theories in Cryptography I Discussion of Related Researches	
3	Basic Mathematics Theories in Cryptography II	
4	Design of Encryption/Decryption Techniques I Discussion of Related Researches	
5	Design of Encryption/Decryption Techniques II Discussion of Related Researches	
6	Design of Encryption/Decryption Techniques III Discussion of Related Researches	
7	Design of Encryption/Decryption Techniques IV Discussion of Related Researches	
8	Digital Signature Discussion of Related Researches	
9	<b>Mid-term Exam or Report</b>	
10	Secret Sharing I Discussion of Related Researches	
11	Secret Sharing II Discussion of Related Researches	
12	Authentication Algorithms Discussion of Related Researches	
13	Discussion of Related Researches	
14	Access Control Systems & Methodology Discussion of Related Researches	
15	The Security Issues of IoTs Discussion of Related Researches	
16	The Network Security Issues in Wireless and Mobile Communications Discussion of Related Researches	
17	Information Hiding Discussion of Related Researches	
18	Discussion of Related Researches <b>Final Report</b>	

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# **College of Management**

## 9. Managerial Ethics and Corporate Social Responsibility (CSR)

Department: **Business Administration**

Day of the Week: **Wednesday (Asynchronous Course, no preset attendance is required)**

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

Grades: **Undergraduate**

Credits: **3**

Teaching Mode: **EMI, asynchronous, Tronclass, Microsoft Teams**

Course fee: **US\$ 250 (Partner university students can waive this charge.)**

Instructor: **Dr. Massoud Moslehpour**

E-mail: **[writetodrm@gmail.com](mailto:writetodrm@gmail.com), [mm@asia.edu.tw](mailto:mm@asia.edu.tw)**

### Course Restrictions:

#### A. Textbook

***Business & Society: Ethics, Sustainability & Stakeholder Management*, 10th Edition;  
Archie B. Carroll; Jill Brown; Ann K. Buchholtz; ISBN-10: 1-305-95982-5; ISBN-13: 978-1-305-95982-8 (MinTap Version)**

**Chapter covered: 4, 5, 10-18**

#### B. Requirement

**Purchase of Textbook (MinTap Version) NT\$1100**

#### C. Number of Students Required

**Minimum number of students to open the class: 20 Students**

**Maximum number of students allowed per class: 50 Students**

**\*For questions regarding textbook contact:**

**Line ID: @dsb9136w (English or Chinese)**

**Phone: +886-2-2581-6588 (English or Chinese)**

**Email: [ivy.chen@cengage.com](mailto:ivy.chen@cengage.com) (English or Chinese)**

**\*For questions regarding the course contact: Dr. M**

## **About the Course**

This course is offered to both local and international students. Local students may use the credits as optional course credit for graduation from the College of Management. Please contact your department for details and approval.

This course will use an English textbook, and you may study and do the homework at your own pace. English and Chinese speaking professors will be available for consultation and group discussions. There is no required class attendance. There will be four classes (optional) during the semester to meet the professors through Teams. The times and dates will be decided later. The textbook's purchase is mandatory and MUST be purchased through the distributor in Taiwan since it is offered in Taiwan. For further questions regarding the purchase of the textbook, please contact the distributor. The book will be available to you online for 12 months. You may use this book for the "Business and Social Ethics".

This course offers a greater emphasis on managerial and corporate ethics. It identifies and integrates current and relevant thought and practice related to Managerial Ethics and Corporate Social Responsibility. The world economies are still striving to recover from one of the most difficult financial periods since the Great Depression. The world stock market collapse beginning in the fall of 2008 had devastating repercussions for economies, governments, businesses, and individuals. Followed by the recent pandemic of COVID-19 economies, governments, businesses, and individuals strive to resolve the uncertainties associated with what began as financial turmoil and bankruptcies on Wall Street. Major events have the power to change the business and society relationship in significant ways—and instantaneously—so it is essential to treat this course with an ever-present eye on the events breaking in the news each day.

## **The Course Features**

Though the AACSB does not require any specific courses in this subject matter, its recently updated (July 28, 2020) standards specify that a business school's curriculum should include the topics covered throughout this course in both undergraduate and graduate degree programs. For undergraduate and graduate degree programs, learning experiences should be addressed and are addressed in General Skill Areas such as ethical understanding and reasoning (able to identify ethical issues and address the issues in a socially responsible way) and diverse and multicultural work environments.

In terms of AACSB's General Business and Management Knowledge Areas, the following topics should be addressed and are addressed in this course: economic, political, regulatory, legal, technological, and social contexts of organizations in a globalized society; and social responsibility, including sustainability, and ethical behavior and approaches to management.

## **Objectives of this Course (Ethics 1 & Ethics 2)**

These two courses combined include several essential goals, including the following:

1. Students should be aware of the expectations and demands that emanate from the stakeholder environment and are placed on business firms.
2. As prospective managers, students need to understand appropriate business responses and management approaches for dealing with social, political, environmental, technological, and global issues and stakeholders.
3. An appreciation of ethics and sustainability issues and their influence on society, management decision making, behavior, policies, and practices is essential.
4. The broad question of business's legitimacy as an institution in a global society is at stake and must be addressed from both business and societal perspectives. These topics are essential to business building trust with society and all stakeholders.
5. The increasing extent to which social, ethical, public, environmental, and global issues must be considered from a strategic perspective is critical in such courses.

## **Grading Policy**

Each chapter 130 points; Total points 1040 points; **Optional** Extra Credit Presentations (if any, TBA ahead of time to everyone)

**A ≥ 90 ; 89.9 ≥ B ≥ 80 ; 79.9 ≥ C ≥ 70 ; 69.9 ≥ D ≥ 60 ; F ≤ 59.9**

## Weekly Syllabus

Week	Contents	Teaching Hours
1	Course Introduction	<b>Meeting Online Wednesday (4pm~7pm) Taiwan Time</b>
2 Chapter 4	<ol style="list-style-type: none"> <li>Students should be made aware of the expectations and demands that emanate from the stakeholder environment and are placed on business firms.</li> <li>As prospective managers, students need to understand appropriate business responses and management approaches for dealing with social, political, environmental, technological, and global issues and stakeholders.</li> <li>An appreciation of ethics and sustainability issues and the influence these have on society, management decision making, behavior, policies, and practices is important.</li> </ol>	<b>Meeting Online Wednesday (4pm~7pm) Taiwan Time</b>  <b>3 hours</b>
3 Chapter 4	<ol style="list-style-type: none"> <li>The broad question of business's legitimacy as an institution in a global society is at stake and must be addressed from both business and societal perspectives. These topics are essential to business building trust with society and all stakeholders.</li> <li>The increasing extent to which social, ethical, public, environmental, and global issues must be considered from a strategic perspective is critical in such courses.</li> </ol>	<b>Meeting Online Wednesday (4pm~7pm) Taiwan Time</b>  <b>3 hours</b>
4 Chapter 5	<ol style="list-style-type: none"> <li>Describe the concepts of strategic management and corporate public policy.</li> <li>Articulate the four major strategy levels and explain enterprise-level strategy, social entrepreneurship, and the benefit corporation.</li> <li>Explain the strategic management process and the role that sustainability reports and integrated reports play in the process.</li> <li>Link public affairs with the strategic management function.</li> <li>Describe the public affairs function today, and enumerate the different activities and functions that comprise it.</li> </ol>	<b>Meeting Online Wednesday (4pm~7pm) Taiwan Time</b>  <b>3 hours</b>

5 Chapter 10	<ol style="list-style-type: none"> <li>1. Describe the ethical and social challenges faced by multinational corporations (MNCs) operating in the global environment.</li> <li>2. Summarize the key implications for managers of the following ethical issues: infant formula controversy, Bhopal tragedy, factory collapses, sweatshops, and human rights abuses.</li> <li>3. Define corruption and differentiate between bribes and grease payments, and outline the major features of the Foreign Corrupt Practices Act.</li> <li>4. Identify and discuss strategies companies may employ for improving global business ethics.</li> </ol>	Online Self-Study 3 hours
6 Chapter 11	<ol style="list-style-type: none"> <li>1. Articulate a brief history of the changing nature of the government's role in its relationship with business.</li> <li>2. Appreciate the complex roles of government and business.</li> <li>3. Identify the elements in the complex interactions among business, government, and the public.</li> </ol>	<b>Meeting Online Wednesday (4pm~7pm) Taiwan Time  3 hours</b>
7 Chapter 11	<ol style="list-style-type: none"> <li>4. Identify and describe the government's nonregulatory influences, especially the concepts of industrial policy and privatization.</li> <li>5. Identify and describe the government's regulatory influences on business, including the major reasons for regulation, the types of regulation, and issues arising out of deregulation.</li> </ol>	Online Self-Study 3 hours
8 Chapter 12	<ol style="list-style-type: none"> <li>1. Describe the evolution of corporate political participation, including the different levels at which business lobbying occurs.</li> <li>2. Discuss corporate political spending and the arguments for and against it.</li> <li>3. Describe the different types of political action committees (PACs), in terms of their historical growth, and the magnitude of their activity.</li> </ol>	Online Self-Study 3 hours
9 Chapter 12	<ol style="list-style-type: none"> <li>4. Describe the agency issues involved with corporate political spending and some of the contexts where these might arise.</li> <li>5. Discuss the issues of corporate political accountability and disclosure.</li> <li>6. Outline the types of strategies for corporate political activity.</li> </ol>	Online Self-Study 3 hours



10 Chapter 13	<ol style="list-style-type: none"> <li>1. Describe the consumer movement and identify the consumer's Magna Carta and explain its meaning.</li> <li>2. Identify product information issues that are affected by business's social and ethical responsibilities. Identify major abuses of advertising and discuss specific controversial advertising issues.</li> <li>3. Describe the role and functions of the Federal Trade Commission (FTC).</li> </ol>	<b>Meeting Online Wednesday (4pm~7pm) Taiwan Time  3 hours</b>
11 Chapter 13	<ol style="list-style-type: none"> <li>4. Explain recent consumer-related legislation that has been passed—Credit Card Act (CARD) and the Consumer Financial Protection Bureau (CFPB)</li> <li>5. Discuss the strengths and weaknesses of self-regulation of advertising.</li> <li>6. Identify the three moral models and their likely perspectives on consumer stakeholders.</li> </ol>	Online Self-Study 3 hours
12 Chapter 14	<ol style="list-style-type: none"> <li>1. Describe and discuss the two major product/service issues—quality and safety.</li> <li>2. Explain the role and functions of the Consumer Product Safety Commission (CPSC).</li> <li>3. Explain the role and functions of the Food and Drug Administration (FDA).</li> </ol>	Online Self-Study 3 hours
13 Chapter 14	<ol style="list-style-type: none"> <li>4. Outline business's responses to consumer stakeholders, including customer service programs, and quality initiatives such as Total Quality Management (TQM), Six Sigma, Lean Six Sigma, Kaizen, and ISO 9000</li> </ol>	Online Self-Study 3 hours
14 Chapter 15	<ol style="list-style-type: none"> <li>1. Discuss the concept of sustainability and its imperative.</li> <li>2. Describe the natural environment, the impact of business on the natural environment, and the ten major natural environment issues.</li> <li>3. Identify and discuss the issues that arise for businesses in their responsibility for the environment and sustainability.</li> </ol>	<b>Meeting Online Wednesday (4pm~7pm) Taiwan Time  3 hours</b>
15 Chapter 15	<ol style="list-style-type: none"> <li>4. Discuss the role of governments in environmental and sustainability issues.</li> <li>5. Describe other environmental stakeholders, including interest groups, employees, and investors.</li> <li>6. Discuss business environmentalism, sustainability goals, and the future of the business/environment relationship.</li> </ol>	Online Self-Study 3 hours

16 Chapter 16	<ol style="list-style-type: none"> <li>Discuss reasons for community involvement, various types of community projects, and management of community stakeholders.</li> <li>Explain the pros and cons of corporate philanthropy, provide a brief history of corporate philanthropy, and explain why and to whom companies give.</li> </ol>	Online Self-Study 3 hours
17 Chapter 16	<ol style="list-style-type: none"> <li>Differentiate between strategic philanthropy, cause-related marketing, and cause branding.</li> <li>Characterize the loss of jobs in the contexts of offshoring, reshoring, and plant closings</li> </ol>	Online Self-Study 3 hours
18 Chapter 17	<ol style="list-style-type: none"> <li>Outline the characteristics of the new social contract between employers and employees.</li> <li>Explain the concept of employee engagement and the actions companies are taking to make the workplace friendlier.</li> <li>Explain the employee rights movement and its underlying principles.</li> <li>Describe what is entailed with the right not to be fired without cause and discuss the employment-at-will doctrine and its role in employee rights.</li> <li>Discuss the right to due process and fair treatment.</li> <li>Elaborate on the freedom-of-speech issue and whistle-blowing.</li> <li>Articulate the concerns surrounding the employee's right to privacy in the workplace.</li> <li>Understand the issues surrounding workplace monitoring, including concerns with technology and the effects of being monitored.</li> <li>Elaborate on the right to safety and health in the workplace, with particular reference to violence in the workplace, smoke-free workplaces, and family-friendly workplaces.</li> </ol>	<b>Meeting Online Wednesday (4pm~7pm) Taiwan Time</b>  <b>3 hours</b>
18 11:59 PM Taiwan Time	<p>ALL homework assignments are due!</p> <p>Last day of class!</p> <p><b>SYSTEM WILL CLOSE!</b></p> <p>Have a nice Summer!</p>	<b>11:59 PM Taiwan Time System will be closed</b>
<b>Total</b>		54

# 10. Behavior Finance

**Department:** Finance

**Day of the Week:** Monday

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

**Grades:** Undergraduate

**Credits:** 3

**Teaching Mode:** EMI, synchronous, Tronclass, Microsoft Teams

**Course fee:** US\$ 250 (Partner university students can waive this charge.)

**Instructor:** Prof. Arron Wong, Dr. Chang Chun-Ping

**E-mail:** [wong@asia.edu.tw](mailto:wong@asia.edu.tw), [changjp@asia.edu.tw](mailto:changjp@asia.edu.tw)

## About the Course

Over the past several decades, financial theories have been guided by efficient market theories. The key assumption of the major financial models is the rational behavior of investors and other agents. Emphasis is placed upon how psychology affects the financial decision-making of investors, portfolio managers, and firms, and how this results in market anomalies. Behavioral biases attracted the attention of the academia and investors' world in late 1990s. Based on the key concepts of cognitive psychology decision theory, behavioral finance studies how real-life investors interpret and act on available information. In this course students will be able to identify and apply the concepts of behavioral finance to their own lives and to contemporary events. In particular, they will be able to enhance their decision-making by reducing bias in their financial decision-making.

This course will be of particular interest to students interested in pursuing a major or career in economics and finance. The ultimate goal is to enable students to wisely and effectively make financial decisions.

## The Course Features

Empirical tests demonstrate that behavioral biases may significantly change even classical asset pricing models. Several bestsellers were written on the behavioral finance issues during 2000s. This course gives the students both theoretical and practical understanding of behavioral finance. This course provides an introduction to behavioral finance, including theory, applications, and case studies. Various behaviors and trading strategies will be discussed as a foundation of behavioral finance. The topics include fundamentals of probability and statistics, utility, stochastic dominance, portfolio optimization, diversification, risk measures, market efficiency, financial anomalies, financial crisis and contagion, mental accounting, herd behavior, cost of capital, behavioral models, financial indicators, technical analysis, trading rules, and trading strategies. It will also provide students with knowledge and skills in applications of the theories of behavioral finance to financial management and other

issues in financial management. Applications and case studies of the theory are emphasized throughout the course.

## Weekly Syllabus

Week	Contents	Teaching Hours
1	Introduction	3
2	Efficient Frontier	3
3	Traditional Optimal Portfolio Analysis	3
4	Traditional Asset Pricing	3
5	Market Efficiency	3
6	Emotional Behaviors	3
7	Loss Averse	3
8	Reference Point	3
9	<b>Mid-term Exam</b>	<b>3</b>
10	Disposition Effect	3
11	Overconfidence	3
12	Mental Account	3
13	Representative Biased	3
14	Available Information Biased	3
15	Regret to Avoid	3
16	Behavior Optimal Portfolio	3
17	Behavior Asset Pricing	3
18	<b>Final Exam</b>	<b>3</b>
<b>Total</b>		<b>54</b>

### Assessments:

Class Participation and Discussion	20%
Assignments	20%
Test	20%
Projects	20%
Examination	20%

### Teaching Methods:

There are three lectures per week. Students are required to attend all lectures. They are expected to read the assigned materials prior to each lecture. They are also requested to do tutorials and a project. They are also encouraged to apply the concepts learnt to analyze real financial problems.

# 11. Economy Investment and Introduction to Taiwan Culture

**Department:** Finance

**Day of the Week:** Wednesday

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

**Grades:** Undergraduate

**Credits:** 3

**Teaching Mode:** EMI, synchronous, Tronclass, Microsoft Teams

**Course fee:** US\$ 250 (Partner university students can waive this charge.)

**Instructor:** Dr. Chang Chun-Ping, Dr. Azmin Azliza Aziz

**E-mail:** [changjp@asia.edu.tw](mailto:changjp@asia.edu.tw), [l2space@hotmail.com](mailto:l2space@hotmail.com)

## About the course

Investment is important for improving productivity and increasing the competitiveness of an economy. Without investment, an economy could enjoy high levels of consumption, but this would create an unbalanced economy. The program includes a wide range of academic and cultural topics, such as lectures in financial valuation discovery and cultural communication. The lecture series consist of risk, return, financial investment, real investment, game theory, MNE competition dynamics and real investment option under uncertainty. The cultural classes include introduction to the historical heritages and famous night markets. Students will also explore Taiwan religion economy.

## The Course Features

Students are invited to learn professional knowledge and cultural communication in Taiwan. This program provides excellent opportunities for students who are eager to cultivate appraisal concepts and to explore Taiwan culture and society. In this class you would gain fruitful knowledge by exploring investment behavior and Taiwan culture, religion, and lifestyle. With our teachers' engaging and inspiring teaching, students can benefit from this dynamic and diversified exposure to the economy investment and Taiwan culture.

## Weekly Syllabus

Week	Contents	Teaching Hours
1	Introduction to the course	3
2	Economy Investment	3
3	Understanding Risk and Return	3
4	Bonds, Bond Prices, the Determination of Interest Rates and Term Structure	3
5	Financial Investment	3
6	Asset Allocation	3
7	Optimal Portfolio	3
8	Asset Pricing and Investor Valuation	3
9	<b>Mid-term Report</b>	<b>3</b>
10	Real Investment and Real Option	3
11	Real Option and Game Theory	3
12	Foreign Exchange, FDI Investment and MNC Exit and Entry	3
13	Taiwan's Religion Culture	3
14	Taiwan Heritages in Tour Culture	3
15	Taiwan's Night Market Economic Culture	3
16	Presentation I	3
17	Presentation II	3
18	<b>Final Report</b>	<b>3</b>
<b>Total</b>		<b>54</b>

# 12. Investment and Asset Pricing

**Department:** Finance

**Day of the Week:** Wednesday

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

**Grades:** Undergraduate

**Credits:** 3

**Teaching Mode:** EMI, synchronous, Tronclass, Microsoft Teams

**Course fee:** US\$ 250 (Partner university students can waive this charge.)

**Instructor:** Dr. Chang Chun-Ping, Dr. Tzang, Shyh-Weir

**E-mail:** [changjp@asia.edu.tw](mailto:changjp@asia.edu.tw), [swtzang@asia.edu.tw](mailto:swtzang@asia.edu.tw)

## About the Course

Asset pricing has expanded, matured and assumed increasing importance in both research and application. It is new, not in what is covered, but in how it is covered. The traditional capital asset pricing model (CAPM) is the vital key to asset pricing, which is often used to analyze models of individual consumption, portfolio choice and their implications for equilibrium asset prices. In addition, the valuation techniques of contingent claims, based on the absence of arbitrage, will be covered. Most of the consumption-portfolio choice models assume that individuals have standard, time-separable expected utility functions, but the course will also consider more recent models of utility that are not time-separable or that incorporate behavioral biases.

## The Course Features

The genesis of this course came from my experience in teaching asset pricing theory and business valuation to bachelor and master students who are interested in finance and economics. Asset pricing is a phrase that encompasses all types of investment theories. It includes those models most often associated with financial economics. In developing these theories, various themes are emphasized.

The structure of this course differs from others in that the material is presented in a logical progression from the simple to the complex, necessarily implying that equilibrium models comes first and real option theory second. Probably the two features that distinguish this course from others are its broad coverage and contents.



## Weekly Syllabus

Week	Contents	Teaching Hours
1	Introduction to the course	3
2	Future Value, Present Value, and Interest Rates	3
3	Understanding Risk and Return	3
4	Financial Investment and Real Investment	3
5	Asset Allocation and Optimal Portfolio	3
6	Optimal Portfolio and Asset Pricing	3
7	CAPM, ICAPM, and CCAPM	3
8	State Price, Asset Pricing and Behavioral Biases	3
9	<b>Mid-term Report</b>	<b>3</b>
10	Financial Option and Real Option	3
11	Real Option and Corporate Finance	3
12	Real Investment and Real Option	3
13	Sequential Investment	3
14	Firm Exit and Entry Strategy	3
15	Taiwan Heritages in Tour Culture; Taiwan's Night Market Economic Culture	3
16	Presentation (I)	3
17	Presentation (II)	3
18	<b>Final Report</b>	<b>3</b>
<b>Total</b>		<b>54</b>

# 13. Culture Tourism

**Department:** Leisure and Recreation Management

**Day of the Week:** Tuesday

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

**Grades:** Undergraduate

**Credits:** 3

**Teaching Mode:** EMI, synchronous, Tronclass, Microsoft Teams

**Class limit:** up to 70 students

**Course fee:** US\$ 250 (Partner university students can waive this charge.)

**Instructor:** Dr. Feng-En Lo

**E-mail:** [felo@asia.edu.tw](mailto:felo@asia.edu.tw)

## About the course

The course starts with the introduction of culture tourism. The cultural impact of tourism includes strengthening people's mutual understanding, broadening their horizons and increasing their own knowledge, promoting the protection and development of national culture, accelerating the progress of human civilization, and other positive benefits. Students will be divided into groups for group discussion and assignments, and issues/topics for group presentation at the end of the course will be announced in progress.

## The course features

Culture tourism is a type of tourism. The motivation of travelers is to learn, discover and experience tangible or intangible cultural attractions and products, which include unique elements of local society, such as art, architecture, history, cultural heritage, literature, music, creative industries, cooking and religious beliefs, and even the lifestyle of the locals.

## Weekly Syllabus

Week	Contents	Note
1	Introduction of the culture tourism What is culture tourism?	
2	What is cultural heritage	
3	The culture tourism of Taiwan	
4	The night markets in Taiwan and Taiwanese cuisine	
5	The culture of aboriginal tribes in Taiwan	
6	The culture of aboriginal tribes in Taiwan	
7	The culture tourism of China	
8	The culture tourism of Japan	
9	<b>Mid-term, Exam-term paper</b>	
10	The culture tourism of Thailand and Cambodia	
11	The culture tourism of India	
12	The culture tourism of UK and Austria	
13	The culture tourism of Australia and New Zealand	
14	The culture tourism of Turkey	
15	The culture tourism of Egypt	
16	<b>Final Presentation</b>	
17	<b>Final Presentation</b>	
18	Introspection and Reflection of the Course <b>Final Presentation</b>	

# 14. Research Methods in Leisure and Recreation

**Department:** Leisure and Recreation Management

**Day of the Week:** Tuesday

**Course Time:** 16:10-18:00 (Taiwan time)

**Grades:** Junior, Senior, or Graduate students

**Credits:** 2

**Teaching Mode:** EMI, synchronous/ asynchronous, Tronclass, Microsoft Teams

**Course fee:** US\$ 200 (Partner university students can waive this charge.)

**Instructor:** Prof. Li-Shiue Gau

**E-mail:** [lsgau@asia.edu.tw](mailto:lsgau@asia.edu.tw)

## About the Course

This course reads papers in the field of leisure and recreation and explores the theory and application of research methods. The important research concepts will be emphasized with practical cases studied. To enhance students' interest in research issues and solving problems in leisure and recreation, practical application in literature review, research design, data collection and analysis will be included in this course and the implication of the application will also be explained. This course aims to enable students to understand the theory and significance of leisure and recreation studies, know how to design research and learn problem-solving methods, and practice how to write a research proposal and paper.

## The Course Features

The course deals with research theory and practice in leisure and recreation, requires students to carry out practical research projects, and equip them with the ability to apply theoretical knowledge to research design. Practical cases will be used to illustrate and analyze the competitive environment of leisure and recreation industries in the development of research program. Students will discuss leisure and recreation research papers, review literature, and practice conducting research design, data collection and analysis. It is hoped that these course activities will enhance students' learning outcome in problem-solving skills by stimulating their potential creative capability and systematic thinking in leisure and recreation research design and practices.

## Weekly Syllabus

Week	Contents	Teaching Hours
1	Introduction of the course	2
2	Research process and types	2
3	Literature search and critical review	2
4	Research design and framework	2
5	hypothesis, Secondary data, Ex Post Facto Study	2
6	survey and questionnaire design	2
7	Reliability and validity of scales	2
8	Experimental research design, internal validity	2
9	<b>Mid-term Exam</b>	<b>2</b>
10	Observation, interview and focus group	2
11	Sampling	2
12	Quantitative data analysis	2
13	Qualitative data analysis	2
14	Mixed research, cross analysis, triangulation	2
15	Research ethics, IRB	2
16	Research report, consistency in writing a paper	2
17	<b>Final Report/ Presentation</b>	<b>2</b>
18	<b>Introspection and Reflection of the Course or Final Exam</b>	<b>2</b>
<b>Total</b>		<b>36</b>

# 15. Leisure and Recreation Industry

## Development Trend

**Department:** Leisure and Recreation Management

**Day of the Week:** Friday

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

**Grades:** Senior or Graduate students

**Credits:** 3

**Teaching Mode:** EMI, synchronous/ asynchronous, Tronclass, Microsoft Teams

**Course fee:** US\$ 250 (Partner university students can waive this charge.)

**Instructor:** Prof. Li-Shiue Gau

**E-mail:** [lsgau@asia.edu.tw](mailto:lsgau@asia.edu.tw)

### About the Course

The course starts with the introduction of important and hot issues and theories in leisure and recreation and then proceeds to discuss various industries in leisure and recreation. Trends such as sustainability, application of artificial intelligence (AI), big data analysis, travel and tourism competitiveness, impacts of Covid-19, and other trends of leisure and recreation industry development will be included in the course. Students will be invited to present perceived or observed new trends of leisure and recreation in their countries or cultures by content analysis and text mining.

### The Course Features

The course aims to cultivate students' global perspective, international communication ability, and analysis and problem-solving skills. Upon the completion of the course, students will have a diverse understanding of the leisure and recreation industries, be aware of trends and be able to identify trends on leisure and recreation industry development. Students will be equipped with skills using secondary data and text mining to analyze current trends of leisure and recreation. Hopefully, students will enhance their leisure literacy, plan more suitable leisure activities, better enjoy their leisure lives in the future, as well as increase practical and academic knowledge of trends in the leisure and recreation management and business.

## Weekly Syllabus

Week	Contents	Teaching Hours
1	Introduction to the Course	3
2	Industry analysis, clustering	3
3	Importance of leisure time, leisure-work boundary, tourism in Taiwan	3
4	Leisure Values, experiential marketing, application of AI, Technology art, Impacts of new technology	3
5	Value chain, various types of leisure and recreation, inbound and outbound travel	3
6	Travel and tourism competitiveness, big data analysis	3
7	Religious tour, cultural tour, city tour, experiential economy	3
8	Analysis framework, systematic approach	3
9	<b>Mid-term Exam</b>	<b>3</b>
10	Sustainable tourism, Hotel and hospitality industry, SDG, Diversity	3
11	Catering industry, impacts of Covid-19, cruise vacation, career in leisure, recreation, hospitality, tourism, and sport	3
12	Travel agency, global perspective, trend analysis model, home leisure	3
13	Rural travel, indoor and outdoor activities, green sports and tourism, community-based tourism	3
14	Evolution, content analysis, text mining	3
15	Theme park, National park, sport leisure, sport tourism, international sport and entertainment	3
16	Serious leisure, leisure involvement, flow, Excessive leisure, leisure addiction, leisure literacy	3
17	<b>Final Report/ Presentation</b>	<b>3</b>
18	<b>Introspection and Reflection of the Course or Final Exam</b>	<b>3</b>
<b>Total</b>		<b>54</b>

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# **College of Humanities and Social Sciences**



## 16. English Composition VI

**Department:** Foreign Languages & Literature

**Day of the Week:** Thursday

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

**Grades:** Juniors & Seniors

**Credits:** 2

**Teaching Mode:** EMI, synchronous, Tronclass, Microsoft Teams

**Textbook:** Great Writing 4: Great Essays. 4th ed. 2014, Keith S., Folse, Cengage Learning

**Course fee:** US\$ 200 (Partner university students can waive this charge.)

**Instructor:** Dr. Yuen-Jean Jeanie Mao

**E-mail:** [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 Tronclass and 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 writing strategies for timed writing like the writing assessment in TOEFL iBT® Test.

University graduates now compete with worldwide counterparts to enter graduate programs, and a well written Letter of Intent can better present one's strengths and research interests. The instructor will also share her experiences in studying abroad, so students will have a better understanding of their future academic career.

## Weekly Syllabus

Week	Contents	Teaching Hours
1	Course Introduction; Brainstorming on “The Most and Least Impressive Books I Have Read”	2
2	Textbook Unit 3: Comparison Essays	2
3	Review the components of an essay; Selective exercises from textbook Unit 3: Comparison Essays; Individual discussion on comparison essay	2
4	<b>**Upload 1<sup>st</sup> essay to MS Teams by 3/22 (Mon.) **</b> ; Writing thesis statement; Textbook Unit 3: Comparison Essays; Feedback on comparison essay	2
5	Unit 3: Comparison Essays; Grammar Review: Narrative; Feedback on comparison essay; Brainstorming on descriptive essay	2
6	No class on 4/1 [Spring Break] => <b>Watch video and complete on-line exercises</b>	
7	*(Essay 2 draft due) *; Study a descriptive essay example; Individual discussion on descriptive essay	2
8	Study a program’s introduction; Individual discussion on descriptive essay	2
9	<b>**Upload the complete 2<sup>nd</sup> essay to Criterion; Study a Letter of Intent example; Feedback on descriptive essay</b>	2
10	No Synchronous Meeting this week => <b>Watch video and complete on-line exercises</b>	
11	How to highlight your features in your Letter of Intent; Read a sample of Letter of Intent; Individual discussion on interested graduate programs	2
12	Read an article on famous universities; Individual discussion on Letter of Intent	2
13	Unit 5: Argument Essays; Individual discussion on Letter of Intent	2
14	<b>**Upload Letter of Intent to Teams **</b> ; Unit 5: Argument Essays; Brainstorming on Argument essay	2
15	Study an Argument essay example; Individual discussion on Argument essay	2
16	Grammar/Vocabulary Review: Argument essays; Individual discussion on Argument essay; * (Final Essay 1 <sup>st</sup> draft due) *	2
17	Study a response example in textbook; Individual discussion on Argument essay; * (Final Essay 2 <sup>nd</sup> draft due) *	2
18	<b>**Final Essay – Argument due**</b> ; Feedback on Argument essay	2

# 17. Topics in Contemporary Literature

**Department:** Foreign Languages & Literature

**Day of the Week:** Thursday

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

**Grades:** 4<sup>th</sup> year and Graduate students

**Credits:** 3

**Teaching Mode:** EMI, synchronous, Tronclass, Microsoft Teams

**Textbook:** *A Pale View of Hills* (by Kazuo Ishiguro), *Waiting* (by ha Jin),  
*Things Fall Apart* (by Chinua Achebe), *Wide Sargasso Sea* (by Jean Rhys),  
*Orientalism, Culture and Imperialism* (by Edward Said)

**Course fee:** US\$ 250 (Partner university students can waive this charge.)

**Instructor:** Prof. Yinghuei Chen

**E-mail:** [ychen52@asia.edu.tw](mailto:ychen52@asia.edu.tw)

## About the Course

This graduate course "Topics in Contemporary English Literature" aims to acquaint students with the so called New English literatures or post-colonial literatures, literatures which are written in English by writers who learn how to wrestle with the language imposed upon them as the consequence of imperialism or colonization. Some post-colonial discourses or theories such as Orientalism and Culture and Imperialism (by Edward Said) will also be introduced while exploring the texts so that students are well read in the contexts that help generate the texts in question. Texts to be dealt with in the semester are *A Pale View of Hills*, *Waiting*, *Things Fall Apart* and *Wide Sargasso Sea* in this order.

## The Course Features

Common themes or what Raymond Williams called "the structure of feeling" of the works in question will be investigated and their contexts will be explored in relation to textual production. Students are required to submit a 5-6 page paper as their final essay, in addition to a mid-term and a final as well as active participation in class. Students will learn how to do a contrapuntal reading of the texts in question; that is, to be able to read a text from two opposite perspectives to gain balanced perspectives to develop their critical thinking. By exposing themselves to New English literatures, students will be motivated to explore the post-colonial turns and conditions that have formed this new type of literature.

## Weekly Syllabus

Week	Contents	Teaching Hours
1	Class begins. Introduction to the course Literature with a small "I" Textual power; generic code & cultural code	3
2	A Pale View of Hills (by Ishiguro) begins	3
3	A Pale View of Hills (cont.)	3
4	A Pale View of Hills (cont.) 1st reading note on A Pale View of Hills	3
5	A Pale View of Hills as a Post-colonial Novel?	3
6	Waiting (by Ha Jin) begins. Introduction of the author + Prologue	3
7	Waiting, Part II& Part III	3
8	Review of Waiting, including video lecturing	3
<b>9</b>	<b>Mid-term Exam</b>	<b>3</b>
10	Discussion of Ha Jin's Essay "The Spokesman and the Tribe"	3
11	Things Fall Apart begins. Cf. W. B. Yeats "The Second Coming"	3
12	Things Fall Apart in the context of Greek Tragedy; 4th reading note on TFA	3
13	Things Fall Apart(cont.)	3
14	Wide Sargasso Sea (by Jean Rhys) begins.	3
15	Wide Sargasso Sea (cont.) Excerpts from Orientalism (by Edward Said) Concept of Contrapuntal Reading 3rd reading note (on Wide Sargasso Sea)	3
16	Wide Sargasso Sea as a Post-colonial Novel?	3
17	Review of Wide Sargasso Sea, Introspection of the course	3
<b>18</b>	<b>Final Exam; 5-6 page term paper due</b>	<b>3</b>
<b>Total</b>		<b>54</b>

# 18. Multiculturalism and Global Perspective

**Department:** Center of General Education

**Day of the week:** Tuesday

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

**Grades:** Undergraduate

**Credits:** 2

**Teaching Mode:** EMI, synchronous, Tronclass, Microsoft Teams

**Course fee:** US\$ 200 (Partner university students can waive this charge.)

**Instructor:** Prof. Yinghuei Chen

**E-mail:** [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.

## Weekly Syllabus

Week	Contents	Teaching Hours
1	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 India	2
6	Introducing " <i>The World Is Flat</i> ," Introduction of Japan	2
7	" <i>The World Is Flat</i> " Ch. 1 & 2	2
8	Review of Weeks 1-7	2
9	<b>Mid-term Exam</b>	<b>2</b>
10	Read Preface of <i>Nudge</i> : Improving Decisions About Health, Wealth and Happiness, Discussion of Student's Individual or Group Work, Introduction of India	2
11	Read Chapter one of <i>Nudge</i> , Introducing "One Belt One Road", Introduction of Vietnam	2
12	Introducing "New Southbound Policy", Introduction of ASEAN	2
13	"New Southbound Policy" (cont.), Introduction of Europe	2
14	Chapter 11 of " <i>The World Is Flat</i> ", Introduction of Europe (cont.)	2
15	English and Globalization, Introduction of Africa	2
16	Sunny-side up, Starbucks and College Student's Global Mobility	2
17	Group Final Presentation	2
18	<b>Introspection and Reflection of the Course, Final Exam</b>	<b>2</b>

# 19. Approaches to Literature

**Department:** Foreign Languages & Literature

**Day of the Week:** Tuesday

**Course Time:** 10:10 - 12:00 (Taiwan Time)

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

**Credits:** 2

**Teaching Mode:** EMI, synchronous, Tronclass, Microsoft Teams

**Textbook:** *Joy of Literature* (Taipei: Bookman)

**Course fee:** US\$ 200 (Partner university students can waive this charge.)

**Instructor:** Prof. Yinghuei Chen

**E-mail:** [ychen52@asia.edu.tw](mailto: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 perspective, 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 cultivate students’ 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. Aside from a mid-term and a final, students are asked to write a reading note of 3-4 pages.

## 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. By enhancing students' reading skills and sensitivity to language, the course helps students respond to the world in a linguistically effective and meaningful way. It also helps students re-conceptualize and represent the world through an understanding of cross-cultural differences and develop their critical thinking competence.

## Weekly Syllabus

Week	Contents	Teaching Hours
1	Class begins. "The Lake Isle of Innisfree" (by W.B. Yeats), "She Dwelt Among the Untrodden Ways" & "I Wandered Lonely as a Cloud" (by William Wordsworth)	2
2	"The Road Not Taken" & "Stopping by Woods on a Snowy Evening" (by Robert Frost)	2
3	"I Am Nobody! Who Are You?" & "The Soul Selects Her Own Society" (by Emily Dickinson), "Let Me Not to the Marriage of True Minds" (by William Shakespeare)	2
4	"Shall I Compare Thee to a Summer's Day" (by William Shakespeare), "Sympathy" (Paul Laurence Dunbar), "The Chimney Sweeper" (by William Blake)	2
5	"Exposer" (by Paul Jennings)	2
6	"Reunion" (by John Cheever)	2
7	"Cat in the Rain" (by Ernest Hemingway)	2
8	Review of Weeks 1-7	2
9	<b>Mid-term Exam</b>	<b>2</b>
10	"Saboteur" (by Ha Jin)	2
11	"Saboteur" (cont.)	2
12	Excerpts from <i>Romeo and Juliet</i> (by William Shakespeare)	2
13	Excerpts from "Romeo & Juliet" (cont.)	2
14	Excerpts from "Julius Caesar" (by William Shakespeare)	2
15	"Trifles" (by Susan Glaspell)	2
16	"Trifles" (cont.)	2
17	Review of Weeks 10-16	2
18	Last Class, <b>Final Exam &amp; 3-4 pages of Reading Notes Due</b>	<b>2</b>
<b>Total</b>		<b>36</b>



## 20. \*Seminar on Genres: East and West

Department: Foreign Languages & Literature

Day of the Week: Tuesday

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

Grades: Senior & Graduate students

Credits: 3

Teaching Mode: EMI, synchronous, Tronclass, Microsoft Teams

Textbook: Various pdf essays

Course fee: US\$ 250 (Partner university students can waive this charge.)

Instructor: Prof. Earl Jackson

E-mail: [earljackson@asia.edu.tw](mailto:earljackson@asia.edu.tw)

### About the Course

The seminar is a selective survey of several genres within and across cultures. We will focus on working descriptions of each genre in terms of its historic cultural specificity and its transformations within cross-cultural flows. Attention will be paid to critical acumen, and building the vocabulary and conceptual tools for analysis as well as intellectual debate. We begin the west, but do not take the west as a single standard, but rather a point in a global network.

## Weekly Syllabus

Week	Contents	Teaching Hours
1	Introduction. Genre as a concept and a practice. Surrealism and German Expressionism	2
2	Film Noir	2
3	Post Film Noir – David Lynch	2
4	The Japanese Gangster Film	2
5	The Western Across Cultures	2
6	Genre and Ideology: The Melodrama	2
7	German New Wave Melodrama	2
8	The Musical	2
9	<b>Mid-term Week</b>	<b>2</b>
10	Horror I	2
11	Theater-based Spectacle	2
12	Action: Kung Fu/Martial Arts	2
13	Hong Kong Crime Film	2
14	Japanese 1990s Thrill Genres	2
15	Horror II: Asian Horror	2
16	Korean Suspense	2
17	Mixing Genres	2
18	<b>Final Exam Week</b>	<b>2</b>
<b>Total</b>		<b>36</b>

# 21. Community Work Practice in Taiwan

Department: **Social Work**

Day of the Week: **Monday**

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

Grades: **Undergraduate**

Credits: **2**

Teaching Mode: **EMI, synchronous, Tronclass, Microsoft Teams**

Course fee: **US\$ 200 (Partner university students can waive this charge.)**

Instructor: **Prof. Shuchuan Liao**

E-mail: [shuchuan9@asia.edu.tw](mailto:shuchuan9@asia.edu.tw)

## About the course

This course is divided into two parts. The first part is an introduction to Taiwan's community development and social care, as well as to the concept of community work and the model of community work. The second part will take students to the community to pick up the whole picture of community work and help students understand the practical work situation. We arrange five communities in total, from southern Taiwan to northern Taiwan.

The mid-term report and the final report respectively present the results of the action and learning phases. Students are encouraged to organize and reflect what they have learned and report in class. This course will also help students improving their communication skills via oral presentation. They will receive feedbacks from teachers and classmates as well. The feature of this course design is to help students understand the community social work and practice in Taiwan.

## The course features

Teaching objectives of this course include:

- (1) Cognitive (Knowledge and comprehension: help students understand the theory and concept of this course)
  - a. To understand the meaning of community
  - b. To understand the meaning of community organization and community development
  - c. To understand the historical development and the state of art of community development in Taiwan
  - d. To understand the meaning of welfare community-oriented policy and social care
- (2) Skill (Practical skill: help students obtain applicable skills from this course)
  - a. Skills for collecting and analyzing community information
  - b. Skills for observing the community

- c. Skills for interacting with people
- d. Skills for writing community reports

(3) Effects (Attitude and value: motivate students to learn to meet the demand of education and employment)

The teacher first guides the students to see the community in Taiwan, and then they intern describe their own communities. They can witness how people work hard for the community in Taiwan. The bridge over theory and practice can motivate students to participate in their future community service.

## Weekly Syllabus

Week	Contents	Note
1	Introduction: to explain the syllabus and to understand learners' expectations for the course	
2	Introduction to the community work in Taiwan (1)	
3	Introduction to the community work in Taiwan (2), Taiwan community films: Home in Peiyuanli, Fairy Tale Village, 921 Earthquake Museum	
4	Nice Community, Changhua	
5	Nice Community, Changhua County Community Resource Center, Definition of Community	
6	DaHo Community, Taichung City	
7	Taiwan Healthy Community 6 Stars Plan	
8	Taomi Community, Puli Township	
9	Students work on their Mid-term	
<b>10</b>	<b>Mid-term presentation</b>	
11	Formosan Aboriginal Culture Village	
12	Futian Community, Changhua City (1)	
13	Futian Community, Changhua City (2)	
14	Taiwan Indigenous Dinavun Development Association, Formosan Aboriginal Culture Village	
15	INGO Center	
<b>16</b>	<b>Final Report 1: presentation on TEAMS (with .ppt file)</b>	
<b>17</b>	<b>Final Report 2: presentation on TEAMS (with .ppt file)</b>	
18	Semester Review	

## Multiple Assessments

Class attendance	10%
Class involvement	10%
Group oral report	10%
Learning gain and introspection report	10%
Mid-term report	30%
Final report	30%

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# College of Creative Design

## 22. Product Semantics

**Department:** Creative Product Design

**Day of the Week:** Tuesday

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

**Grades:** Undergraduate

**Credits:** 2

**Teaching Mode:** EMI, synchronous, Tronclass, Microsoft Teams

**Course fee:** US\$ 200 (Partner university students can waive this charge.)

**Instructor:** Dr. Chi-Wen Lung

**Email:** [cwlung@asia.edu.tw](mailto:cwlung@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, the course will look for the emotional resonance in life as a starting point for semantic design methods, which 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 their purpose.

### The Course Features

This course starts from the angle that students can accept and understand more easily by interpreting the basic knowledge of semantics in a more cordial way and by succinctly summarizing some semantic design methods.

## Weekly Syllabus

Week	Contents	Teaching Hours
1	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	<b>Mid-term Exam</b>	<b>2</b>
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	<b>Final Exam</b>	<b>2</b>
<b>Total</b>		<b>36</b>



## 23. Research Methods

**Department:** Fashion Design

**Day of the Week:** Tuesday

**Course Time:** 15:10 - 17:00 (Taiwan Time)

**Grades:** Junior and Senior students

**Credits:** 2

**Teaching Mode:** EMI, synchronous, Tronclass, Microsoft Teams

**Course fee:** US\$ 200 (Partner university students can waive this charge.)

**Instructor:** Dr. Chi-Wen Lung

**Email:** cwlung@asia.edu.tw

### About the Course

The course aims to help students learn how to use a scientific procedure and method to collect and analyze research-related information of decision-making and problem-solving. The course mainly covers research procedures, primary data collection methods, concept measurement, data sorting and analysis, and research report writing.

### The Course Features

Students will understand the relevant arguments of research methods, criticize the deficiencies of previous research cases, and independently think about the themes for the next stage of the thesis.

## Weekly Syllabus

Week	Contents	Teaching Hours
1	Introduction	2
2	Comment on essay writing	2
3	References management (ENDNOTE)	2
4	Reference management (ENDNOTE)	2
5	Article writing format (WORD)	2
6	Explanation of the Introduction section	2
7	Explanation of the Method section	2
8	Statistics (EXCEL)	2
9	<b>Mid-term Exam</b>	<b>2</b>
10	Statistics (SPSS)	2
11	Explanation of the Result section	2
12	Explanation of the Discussion section	2
13	Explanation of the Conclusion section	2
14	Explanation of Presentation (I)	2
15	Explanation of Presentation (II)	2
16	Presentation (I)	2
17	Presentation (II)	2
18	<b>Final Exam</b>	<b>2</b>
<b>Total</b>		<b>36</b>

## 24. Character Animation (I)

Department: **Digital Media Design**

Day of the Week: **Thursday**

Course Time: **09:10-12:00**

Grades: **Undergraduate**

Credits: **3**

Teaching Mode: **EMI, synchronous, Tronclass, Microsoft Teams**

Course fee: **US\$ 250 (Partner university students can waive this charge.)**

Instructor: **Dr. Cheng-tsung Li**

E-mail: [ctlee@asia.edu.tw](mailto:ctlee@asia.edu.tw)

### About the Course

1. Students must be familiar with 3D animation software program.
2. Learn to use 3D animation program to apply classical principles of *animation* to 3D character animation.
3. Learn to make the action performance of animated characters alive.
4. Learn to make animated characters express emotions through body languages and facial expressions.

### The Course Features

This course mainly teaches students how to make 3D character animation. The main features are as follows:

1. The application of animation rules in 3D character animation.
2. Apply 3D animation software and related function drills for character animation.
3. How the character uses facial expressions and body languages to express emotions and movements.

## Weekly Syllabus

Week	Contents	Teaching Hours
1	Introduction: course description, software and reference books	3
2	2D Bouncing Ball Animation (1)	3
3	2D Bouncing Ball Animation (2)	3
4	3D Bouncing Ball Animation (1)	3
5	3D Bouncing Ball Animation (2)	3
6	Posing, Thumbnail	3
7	2D Flour Sack Animation	3
8	3D Flour Sack Animation	3
9	<b>Mid-term Exam</b>	<b>3</b>
10	3D Jump Animation	3
11	3D Push Animation	3
12	3D Walk Cycle Animation (1)	3
13	3D Walk Cycle Animation (2)	3
14	3D Walk Cycle Animation (3)	3
15	Final assignment proposal and discussion (1)	3
16	Final assignment proposal and discussion (2)	3
17	Final assignment proposal and discussion (3)	3
18	<b>Final Proposal, Introspection and Reflection of the Course</b>	<b>3</b>
<b>Total</b>		<b>54</b>

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# **Chinese Language Center**

## 25. Basic Chinese I

**Department:** Chinese Language Center

**Day of the Week:** Thursday

**Course Time:** 10:10-12:00

**Grades:** Undergraduates & Graduate Students

**Credits:** 2

**Teaching Mode:** EMI, synchronous, Tronclass, Microsoft Teams

**Course fee:** US\$ 200 (Partner university students can waive this charge.)

**Instructor:** Ms. Chung-yi Yang

**E-mail:** [joyang35@asia.edu.tw](mailto:joyang35@asia.edu.tw)

### About the course

This course will cover basic grammar and vocabulary for TOCFL test. Students will learn to master basic sentence patterns through role-play and other classroom activities. Various listening exercises and oral conversations will be carried throughout the semester; students can facilitate the resources provided by the instructor while self-learning Mandarin Chinese anywhere in the world.

### The course features

The course aims to boost the learner's Chinese ability by providing comprehensive learning experiences via communicative approach and tasked-based activities. Students can learn from their daily life in an authentic Chinese speaking environment. Vocabulary and grammars are presented and explained in functional and systematic perspectives. Classroom activities have specific objectives to help enhance learning while having fun.

## Weekly Syllabus

Week	Contents	Teaching Hours
1	Introduction of the Course, Unit 1: Talk about myself	2
2	Unit 1: Talk about myself Asking questions using <i>ma</i> and <i>V-not-V</i>	2
3	Unit 2: Numbers and measure words Unit 3: Hen gaoxing renshi ni: it's my pleasure to meet you.	2
4	Unit 2: Numbers and measure words Unit 3: Hen gaoxing renshi ni: it's my pleasure to meet you.	2
5	Unit 4: Zhe ge shi shenme: what is this?	2
6	Unit 4: Zhe ge shi shenme: what is this?	2
7	Unit 5: Ni hui zuo shenme: what can you do?	2
8	Unit 5: Ni hui zuo shenme: what can you do?	2
9	<b>Mid-term Exam</b>	<b>2</b>
10	Unit 6: Ni juede zenmeyang: what do you think about this?	2
11	Unit 6: Ni juede zenmeyang: what do you think about this?	2
12	Unit 7: Talk about my country	2
13	Unit 7: Talk about my country	2
14	Unit 8: Ni changchang zuo shenme: What do you often do?	2
15	Unit 8: Ni changchang zuo shenme: What do you often do?	2
16	Unit 9: Wo de shenghuo: my daily routine	2
17	Unit 9: Wo de shenghuo: my daily routine Final presentation	2
18	<b>Final Exam</b>	<b>2</b>
<b>Total</b>		<b>36</b>

## 26. \*Advanced Econometrics

Department: **Business Administration**

Day of the Week: **Tuesday**

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

Grades: **Master/Doctoral Students**

Credits: **3**

Teaching Mode: **EMI, synchronous, Tronclass, Microsoft Teams**

Course fee: **US\$ 250**

Instructor: **Prof. Shey-Huei Sheu**

E-mail: **[shsheu@asia.edu.tw](mailto:shsheu@asia.edu.tw)**

**\*This course is fee-paying, and students registered for this course each needs to pay US\$ 250 for the tuition fee.**

### About the Course

Through theoretical knowledge and practical examples, this course introduces the theory and methods of econometrics, and uses financial case studies to help students understand how to use these technologies in relevant financial environments.

### The course features

Through financial case analysis and practical exercises, students will be able to use the econometric model flexibly. Improve the basic ability of students' economic analysis through lectures, so that students can better understand when reading related literature, and can be used flexibly when writing academic articles; through case analysis, students are able to explain and understand economic policies and applications.

In accordance with designed course content set in teaching targets :

1. Learn how to model economic theories.
2. Better equipped to conduct research on economic topics



## Weekly Syllabus

Week	Contents	Note
1	Ch.1 - Introduction	
2	Ch.1 - Introduction	
3	Ch.2 - Mathematical and Statistical Foundations	
4	Ch.2 - Mathematical and Statistical Foundations	
5	Ch.2 - Mathematical and Statistical Foundations	
6	Ch.3 - A brief overview of the classical linear regression model	
7	Ch.3 - A brief overview of the classical linear regression model	
8	Ch.3 - A brief overview of the classical linear regression model	
<b>9</b>	<b>Mid-term Exam</b>	
10	Ch.4 - Further development and analysis of the classical linear regression model	
11	Ch.4 - Further development and analysis of the classical linear regression model	
12	Ch.5 - Classical linear regression model assumptions and diagnostics	
13	Ch.5 - Classical linear regression model assumptions and diagnostics	
14	Ch.5 - Classical linear regression model assumptions and diagnostics	
15	Ch.6 - Univariate time series modelling and forecasting	
16	Ch.6 - Univariate time series modelling and forecasting	
17	Ch.6 - Univariate time series modelling and forecasting	
<b>18</b>	<b>Final Exam</b>	

## 27. \*Real Option

Department: **Finance**

Week of Day: **Monday**

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

Grades: **Undergraduate**

Credits: **3**

Teaching Mode: **EMI, synchronous, Tronclass, Microsoft Teams**

Course fee: **US\$ 250**

Instructor: **Prof. Arron Wong, Dr. Chang Chun-Ping**

E-mail: [wong@asia.edu.tw](mailto:wong@asia.edu.tw), [changjp@asia.edu.tw](mailto:changjp@asia.edu.tw)

**\*This course is fee-paying, and students registered for this course each needs to pay US\$ 250 for the tuition fee.**

### About the Course

This course considers the application of option concepts from finance to valuing real assets and investment opportunities. The focus is on using real options theory and methodology to determine to the optimal timing of investment expenditures characterized by uncertainty and irreversibility. The structure of this course differs from others in that the material is presented in a logical progression from the simple to the complex, necessarily implying that equilibrium models comes first, real option theory second and applications to analysis last. Real Asset pricing has expanded, matured and assumed increasing importance in both research and application. Strategy as a Portfolio of Real Options shows how companies can plot their strategies to help optimally sequence and time investments and provides a straightforward overview of the topic and shows how real options can be valued using both the binomial method and the Black-Scholes pricing model.

### The Course Features

The traditional investment model based NPV criteria is the vital key to decision making, which is often used to analyze scenarios of ignoring “option value in flexibility” for real asset prices. Option theory emphasizes flexibility and treats it correctly (NPV rule often doesn’t.). The theory helps to focus attention on nature of uncertainty and its implications. Managers can more accurately value the flexibility they have to delay or change investment decisions in growth projects depending on how previous stages or external conditions evolve. The course demonstrates how managers use the simpler binomial model instead of the Black-Scholes model to incorporate real options into their capital budgeting process. Not only can a binomial model be adjusted to closely approximate the project, the authors argue, but the exercise of laying out an event or decision tree can also help managers see the optimal point at which to exercise the project option. The contents of course further focus on how to value a series of activities in applications to acquisition, capital structure, tax, asymmetric information, externality and competition using real options.

## Weekly Syllabus

Week	Contents	Teaching Hours
1	Introduction to the course	3
2	Dynamic Process understanding Risk and Return	3
3	Random Variables and Expectation	3
4	Financial Investment	3
5	Real Investment under uncertainty	3
6	Real Option	3
7	Simultaneous Real Option	3
8	Sequential Real Option	3
9	<b>Mid-term Report</b>	<b>3</b>
10	Real Option with Capital Structure	3
11	Real Option with Tax	3
12	Real Option with Asymmetric Information	3
13	Real Option with Competition	3
14	Real Option with Externality	3
15	Real Option with Acquisition	3
16	Presentation (I)	3
17	Presentation (II)	3
18	<b>Final Report</b>	<b>3</b>
<b>Total</b>		<b>54</b>

## 28. Auditing (II)

**Department:** Accounting and Information Systems

**Day of the Week:** Tuesday

**Course Time:** 9:10-12:00 (Taiwan time)

**Grades:** Undergraduate

**Credits:** 3

**Teaching Mode:** EMI, synchronous, Tronclass, Microsoft Teams

**Course fee:** US\$ 250 (Partner university students can waive this charge.)

**Instructor:** Dr. Yuh-Jiuan Parng, Chih-Cheng Lee

**E-mail:** [melodyp@asia.edu.tw](mailto:melodyp@asia.edu.tw)

### About the course

Continuing Auditing (I) the basic concept of Auditing, Auditing (II) will move to more practical knowledge of the audit planning, the audit procedures, and internal control. Furthermore, critical updated Auditing issues, like Forensic Accounting, the cases of Financial Statements and asset misappropriation will be discussed. Finally, getting into the IT area, the application of IT skill in Auditing will also be introduced.

### The course features

Besides the Auditing knowledge and professional skills, this course puts more focus on the case study. The course content also involves the updated IT applications which will provide great help to step into the Auditing industry.

## Weekly Syllabus

Week	Contents	Note
1	Introduction to forensic accounting	
2	Forensic accounting case discussion	
3	National Holiday	
4	Financial statement fraud	
5	Financial statement fraud	
6	Asset misappropriation	
7	Asset misappropriation	
8	National Holiday	
<b>9</b>	<b>Mid-term Report</b>	
10	IT Audit	
11	IT Audit	
12	Audit Planning: Understanding the client, Assessing risks, and Responding	
13	Audit Planning: Understanding the client, Assessing risks, and Responding	
14	Internal Control	
15	Internal Control	
16	Audit sampling	
17	Audit sampling	
<b>18</b>	<b>Final Exam</b>	

# Application Procedure

Deadline: **Jan. 15th, 2022**

1. Partner universities help deliver the lists below to Ms. Tina Chang at [tina840716@asia.edu.tw](mailto:tina840716@asia.edu.tw) before January 15, 2022.
2. Please offer the lists below and kindly fill in complete information for administrative processing:

## (1) Home University Information (Coordinator)

Home University Information							
Country	Home University	Office Name	Address	Title (Dr., Mr/Ms,etc.)	Coordinator's Name	Coordinator's Email	Tel (+country code)

\*Address: For sending students' certificates and transcripts

## (2) Applicant Personal Information (Sample)

Personal Information		
1	Full Name	<b>Tina Chang</b>
2	Gender (Male/ Female)	<b>F</b>
3	Birth Date (YYYY/MM/DD)	<b>2000/01/01</b>
4	Nationality	<b>TAIWAN</b>
5	Home Department	<b>Foreign Languages and Literature</b>
6	Bachelor/Graduate/Year	<b>Bachelor Year 3</b>
7	Telephone No. (+country code)	<b>+886423323456</b>
8	Email	<a href="mailto:tina840716@asia.edu.tw">tina840716@asia.edu.tw</a>
9	<b>Number of Course Selected</b>	<b>#9 &amp; #19</b>



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