VIRTUAL EXCHANGE

Fall Semester, 2023

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 one week after the semester begins,** and no fees will be charged.

5. The **Fall semester, 2023** at AU **starts on September 11, 2023** and **ends on January 11, 2023** for a duration of 18 weeks.

6. All **partner universities need to nominate their students** for this virtual exchange to AU at least **4 weeks before the Fall semester begins** (that is **before August 15th, 2023)** 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 at least **20 students** and a graduate course at least **5 students.** The courses 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$25 (twenty five 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 the bank service.

＊＊**Aside from this virtual exchange program, AU also provides exchange program in person.**

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)
Target Students: Undergraduate Students
Credits: 2
Teaching Mode: EMI, synchronous/asynchronous, Tronclass, Microsoft Teams
Course fee: US$ 200 (Partner university students can waive this charge.)
Instructor: Prof. Karl Peltzer
E-Mail: 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.
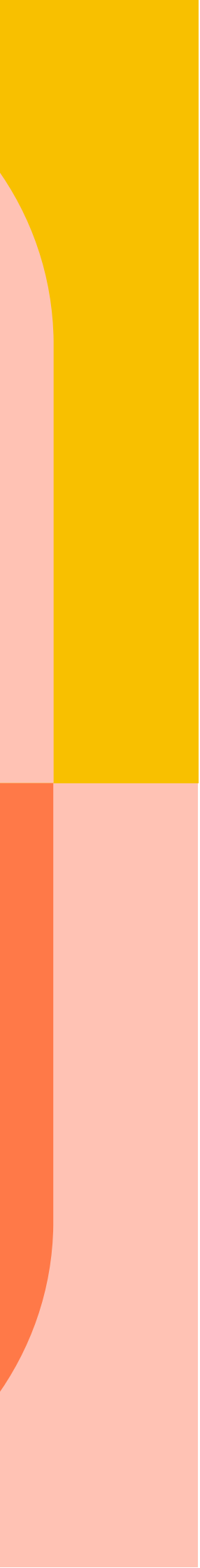
Course Evaluation

(1) Attendance: 10%
(2) Assignments: 90%

Weekly Syllabus (18 weeks)

Week	Contents	Note
1	What is health psychology? 1 Read: Taylor, S.E. (2018). Health psychology (10th ed.). New York, NY: McGraw-Hill. URL: http://perpus.univpancasila.ac.id › 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%2FGloba lHealthRisks_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 changes methods: An Intervention Mapping approach. Health psychology review, 10(3), 297–312. https://doi.org/10.1080/17437199.2015.1077155	
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: https://youtu.be/IAeDIFInhMw	
5	Eating/diet/nutrition 1 Watch: Obesity China's big problem. Video: https://www.aljazeera.com/program/101-east/2019/8/8/obesity-chinas- big-problem	
6	Eating/diet/nutrition 2 Read: Nutrition International (2019) Behavior change intervention toolkit. URL: file:///C:/Users/user/Downloads/BCI_Tool-kit_Digital_NI_2019.pdf	
7	Sedentary behavior and physical activity 1 Read: WHO guidelines on physical activity and sedentary behavior. Geneva: World Health Organization; 2020. Licence: CC BY-NC-SA 3.0 IGO. URL: file:///C:/Users/user/Downloads/9789240015128-eng%20(2).pdf	
8	Sedentary behavior and physical activity 2 Watch: Just Stand Wellness Summit: video: https://youtu.be/mLqwomQXkJs	
9	**Mid-term Exam**	
10	Alcohol use 1 Read: Global status report on alcohol and health 2018. Geneva: World	

	Health Organization; 2018. Licence: CC BY-NC-SA 3.0 IGO. URL: file:///C:/Users/user/Downloads/9789241565639-eng.pdf	
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. https://apps.who.int/iris/handle/10665/67210	
12	Tobacco use 1 Read: WHO report on the global tobacco epidemic 2021: addressing new and emerging products. URL: https://www.who.int/publications/i/item/9789240032095	
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: file:///C:/Users/user/Downloads/9789241599382_eng.pdf	
14	Violence and injury 1 Watch: Domestic violence in China. Video: https://youtu.be/c4c1W-p6STI	
15	Violence and injury 2 Read: World Health Organization (2015) Preventing youth violence: an overview of the evidence. URL: file:///C:/Users/user/Downloads/9789241509251_eng.pdf	
16	Sleep disorders Watch: How to get a good night's sleep. Video: https://youtu.be/xxwTWYDnALI	
17	Group Final Presentation	
18	**Final Exam**	

College of Information and Electrical Engineering

2. Web Design

Department: Information Communication
Day of the Week: Monday
Course Time: 15:10 -18:00 (Taiwan time)
Target Students: Undergraduate Students
Credits: 2
Teaching Mode: EMI, asynchronous, synchronous, Tronclass, Microsoft Teams
Course fee: US$ 200 (Partner university students can waive this charge.)
Instructor: Prof. Edgar Chia-Han Lin
E-Mail: edgarlin@asia.edu.tw

About the Course

The topics of this course include how to syntactically write the correct HTML5 codes and CSS3 styles, how to create a responsive webpage based on Bootstrap, and how to create the interactive web with JavaScript. In the capstone project, you will be guided step by step to develop a website, demonstrating your ability as a web developer and your knowledge of accessible web design.

The Course Features

Mastering this range of technologies introduced in this online summer program will allow you to develop high-quality websites which can work seamlessly on different browsers, such as mobile, tablet and large screen browsers. The capstone project will display your ability to design and implement a responsive website that utilizes tools to create a site that is accessible to a wide range of audience.

Course Evaluation

(1)Course Participation (including assignments): 35%
(2)Mid-Term Report: 25%
(3)Final-Project: 40%

Weekly Syllabus (18 weeks)

Week	Contents	Teaching Hours
1	Introduction to the Course Design your Web Page from the beginning	3
2	Design and Planning Web Pages	3
3	Creating Web Pages with HTML 5	3
4	Creating Web Pages with HTML 5	3
5	**Final Project: Designing your web site – step 1: Story Telling**	3
6	Formatting Web Pages with Style Sheets	3
7	Formatting Web Pages with Style Sheets	3
8	**Final Project: Designing your web site – step 2: Presentation**	3
9	Mid-term Report	3
10	Introduction to Bootstrap	3
11	Responsive Web Designing	3
12	**Final Project: Designing your web site – step 3: Structure Design**	3
13	Programming the Web Using JavaScript	3
14	Programming the Web Using JavaScript	3
15	**Final Project: Designing your web site – step 4: Layout Design**	3
16	Programming the Web Using JavaScript	3
17	Programming the Web Using JavaScript	3
18	**Final Project – Designing your web site**	3
	Total	54

3. Digital Image Processing

Department: Computer Science & Information Engineering
Day of the Week: Thursday
Course Time: 13:10 -16:00 (Taiwan time)
Target Students: Year 1 – 3 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

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 students with 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) consists in processes whose inputs and outputs are images and, in addition, includes processes that extract attributes from images for the purpose, among others, of individual objects. Starting with the introduction of DIP, the course gives a description of fundamental DIP and Intensity transformation before the mid-term exam. After the midterm, the color image processing and image segmentation will be 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.

Course Evaluation

(1) Assignment: 10%
(2) Mid-term: 30%
(3) Final test: 40%
(4) Class Participation: 20%

Weekly Syllabus (18 weeks)

Week	Contents	Teaching Hours
1	Introduction of digital image processing (DIP): What is DIP, background and DIP's tool	3
2	Installation of Anaconda	3
3	Pillow library: Reading images, Displaying images	3
4	Pillow library: Low level DIP; introduction of color cube and HSI	3
5	Pillow library: Image transformation and enhancement	3
6	Scikit library: Reading images, Displaying images	3
7	Scikit library: Low level DIP	3
8	Scikit library: Image filter, contour detection, erosion, and dilation	3
9	**Mid-term Exam**	**3**
10	Scikit library: segmentation 1	3
11	Scikit library: segmentation 2	3
12	OpenCV library: Reading images, Displaying images	3
13	Face and eye detection	3
14	Face and eye detection	3
15	Number recognition by CNN	3
16	Number recognition by CNN	3
17	Review of DIP	3
18	**Final Exam**	**3**
Total		54

College of Management

4. Managerial Ethics and Corporate Social Responsibility (CSR)

Department: Business Administration

Day of the Week: Asynchronous course

Course Time: 15:10-18:00 (See Weekly Syllabus)

Target Students: Undergraduate Students

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, 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)

Course Key: TBA

Chapters covered: 1, 2, 4, 5, 10, 14, 15, 16, 17, 18

B.Requirement

Purchase of Textbook (MinTap Version) $39 USD

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 the textbook, contact:

Line ID: @dsb9136w (English or Chinese)

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

Email: ivy.chen@cengage.com (English or Chinese)

* For questions regarding the course, contact:

Dr. M.

About the Course

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 from the date of Purchase.

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

AACSB does not require any specific courses in this subject matter. However, AACSB international specifies that a business school's curriculum should include the topics covered throughout this course in undergraduate and graduate degree programs. In addition, for undergraduate and graduate degree programs, learning experiences should be 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
This course includes several essential goals, including the following:
1.An appreciation of ethics and sustainability issues and their influence on society, management decision making, behavior, policies, and practices is essential.
2.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.
3.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
The grades will be provided as a percentage.
A≥90; 89.9≥B≥80; 79.9≥C≥70; 69.9≥D≥60; F≤59.9

Weekly Syllabus

Week	Course content	Teaching Hours
1	Textbook registration, Course Introduction	Meeting Online Tuesday (15:00pm~18:00pm) Taiwan Time
1 Chapter 1	1. Describe and explain business and society as foundational concepts. Describe how society is viewed as the macro-environment. 2. Explain the characteristics of a pluralistic society. Describe pluralism and identify its attributes, strengths, and weaknesses. 3. Define a special-interest society and describe how it evolves.	Meeting Online Tuesday (15:00pm~18:00pm) Taiwan Time
2 Chapter 2	1. Describe some early views of corporate social responsibility (CSR). Explain how CSR evolved and encompasses economic, legal, ethical, and philanthropic components. Explain the Pyramid of CSR. 2. Articulate the traditional arguments both against and for CSR. Explain how the business case for CSR has strengthened the concept's acceptance. 3. Describe how the concept of corporate social responsiveness differs from CSR.	Meeting Online Tuesday (15:00pm~18:00pm) Taiwan Time
2 Chapter 4	1. Students should be made 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 the influence these have on society, management decision making, behavior, policies, and practices is important.	Meeting Online Tuesday (15:00pm~18:00pm) Taiwan Time

3 Chapter 4	1. 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. 2. The increasing extent to which social, ethical, public, environmental, and global issues must be considered from a strategic perspective is critical in such courses.	Meeting Online Tuesday (15:00pm~18:00pm) Taiwan Time
4 Chapter 5	1. Describe the concepts of strategic management and corporate public policy. 2. Articulate the four major strategy levels and explain enterprise-level strategy, social entrepreneurship, and the benefit corporation. 3. Explain the strategic management process and the role that sustainability reports and integrated reports play in the process. 4. Link public affairs with the strategic management function. 5. Describe the public affairs function today, and enumerate the different activities and functions that comprise it.	Meeting Online Tuesday (15:00pm~18:00pm) Taiwan Time
5 Chapter 10	1. Describe the ethical and social challenges faced by multinational corporations (MNCs) operating in the global environment. 2. Summarize the key implications for managers of the following ethical issues: infant formula controversy, Bhopal tragedy, factory collapses, sweatshops, and human rights abuses. 3. Define corruption and differentiate between bribes and grease payments, and outline the major features of the Foreign Corrupt Practices Act. 4. Identify and discuss strategies companies may employ for improving global business ethics..	Online Self-Study 3 hours
6 Chapter 11	1. Articulate a brief history of the changing nature of the government's role in its relationship with business. 2. Appreciate the complex roles of government and business.	Meeting Online Tuesday (15:00pm~18:00pm) Taiwan Time

	3. Identify the elements in the complex interactions among business, government, and the public.	
7 Chapter 11	4. Identify and describe the government's nonregulatory influences, especially the concepts of industrial policy and privatization. 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.	Online Self-Study 3 hours
8 Chapter 12	1. Describe the evolution of corporate political participation, including the different levels at which business lobbying occurs. 2. Discuss corporate political spending and the arguments for and against it. 3. Describe the different types of political action committees (PACs), in terms of their historical growth, and the magnitude of their activity.	Online Self-Study 3 hours
9 Chapter 12	4. Describe the agency issues involved with corporate political spending and some of the contexts where these might arise. 5. Discuss the issues of corporate political accountability and disclosure. 6. Outline the types of strategies for corporate political activity.	Online Self-Study 3 hours
10 Chapter 13	1. Describe the consumer movement and identify the consumer's Magna Carta and explain its meaning. 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. 3. Describe the role and functions of the Federal Trade Commission (FTC).	Meeting Online Tuesday (15:00pm~18:00pm) Taiwan Time

11 <u>Chapter 13</u>	4. Explain recent consumer-related legislation that has been passed—Credit Card Act (CARD) and the Consumer Financial Protection Bureau (CFPB) 5. Discuss the strengths and weaknesses of self-regulation of advertising. 6. Identify the three moral models and their likely perspectives on consumer stakeholders.	Online Self-Study 3 hours
12 <u>Chapter 14</u>	1. Describe and discuss the two major product/service issues-quality and safety. 2. Explain the role and functions of the Consumer Product Safety Commission (CPSC). 3. Explain the role and functions of the Food and Drug Administration (FDA). 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	Online Self-Study 3 hours
13 <u>Chapter 15</u>	1. Discuss the concept of sustainability and its imperative. 2. Describe the natural environment, the impact of business on the natural environment, and the ten major natural environment issues. 3. Identify and discuss the issues that arise for businesses in their responsibility for the environment and sustainability. 4. Discuss the role of governments in environmental and sustainability issues. 5. Describe other environmental stakeholders, including interest groups, employees, and investors. 6. Discuss business environmentalism, sustainability goals, and the future of the business/environment relationship.	Online Self-Study 3 hours
14 <u>Chapter 16</u>	1. Discuss reasons for community involvement, various types of community projects, and management of community stakeholders. 2. Explain the pros and cons of corporate philanthropy, provide a brief history of corporate philanthropy, and explain why and to whom companies give.	Online Self-Study 3 hours

	3. Differentiate between strategic philanthropy, cause-related marketing, and cause branding. 4. Characterize the loss of jobs in the contexts of offshoring, reshoring, and plant closings.	
15 <u>Chapter 17</u>	1. Outline the characteristics of the new social contract between employers and employees. 2. Explain the concept of employee engagement and the actions companies are taking to make the workplace friendlier. 3. Explain the employee rights movement and its underlying principles. 4. 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. 5. Discuss the right to due process and fair treatment. 6. Elaborate on the freedom-of-speech issue and whistle-blowing. 7. Articulate the concerns surrounding the employee's right to privacy in the workplace. 8. Understand the issues surrounding workplace monitoring, including concerns with technology and the effects of being monitored. 9. 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.	Meeting Online Tuesday (15:00pm~18:00pm) Taiwan Time
16-18	**ALL homework assignments are due!** **Last day of class!** **SYSTEM WILL CLOSE!**	**11:59 PM Taiwan Time System will be closed**

5. Asset Pricing

Department: Finance
Day of the Week: Wednesday
Course Time: 13:10 - 16:00 (Taiwan time)
Target Students: Undergraduate Students
Credits: 3
Teaching Mode: EMI, synchronous/asynchronous, Tronclass, Microsoft Teams
Course fee: US$ 250 (Partner university students can waive this charge.)
Instructor: Dr. Chang Chun-Ping, Dr. Azmin
E-Mail: changjp@asia.edu.tw; l2space@hotmail.com

About the Course

Asset pricing has grown in importance both in research and application and has matured over time. This course covers traditional and new approaches to asset pricing. The traditional Capital Asset Pricing Model (CAPM) serves as a vital tool for analyzing models of individual consumption, portfolio choice, and their impact on equilibrium asset prices. Additionally, the course covers valuation techniques for contingent claims, which are based on the absence of arbitrage. While most consumption-portfolio choice models assume individuals have standard, time-separable expected utility functions, the course also covers more recent models that incorporate behavioral biases or are not time-separable.

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 (18 weeks)

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	**Midterm Report**	**3**
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	**Final Report**	**3**
Total		54

Module Components-> Lecture；Tutorials；Others

Module Components	Contact hours per weeks	Remark
Lecture	9	
Tutorials	6	
Practicals/Lab	0	

Assessment Breakdown-> Exam；Assignments；Quiz；Others

Assignment Method	Weightage (in %)	Remark
Exam	10	
Assignments and Quiz	10	
Presentation	60	
Others	20	Participation

6. Business Research Methods

Department: Leisure and Recreation Management
Day of the Week: Friday
Course Time: 16:10 -19:00 (Taiwan time)
Target Students: Senior, or Graduated students
Credits: 3
Teaching Mode: EMI, synchronous/asynchronous, Tronclass, Microsoft Teams
Course fee: US$ 200 (Partner university students can waive this charge.)
Instructor: Dr. Li-Shiue Gau
E-Mail: lsgau@asia.edu.tw

About the Course

This course explores the theory and application of business research. The important business research concepts will be emphasized with practical cases studied. To enhance students' interest in business and related management research issues and solving business problems, 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 business and related management research, know how to examine business research and learn problem-solving methods, and practice how to write a research proposal and report.

The Course Features

The course deals with business research theory and practice, requires students to carry out practical research projects, and help them in this way to apply theoretical knowledge to business research design. Practical cases will be used to illustrate and analyze the competitive environment of business and related industries in the development of research program. Students will discuss business 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 by stimulating their potential creative capability and systematic thinking in business research design and practices.

Course Evaluation

(1)Midterm: 20%
(2)Final: 20%
(3)Group Assignment and practice: 20%
(4)Attendance and participation: 20%
(5)Quiz and reflection: 20%

Weekly Syllabus (18 weeks)

Week	Contents	Teaching Hours
1	Introduction to the course	3
2	Research process and types	3
3	Literature search and critical review	3
4	Research design and framework	3
5	Literature review and hypothesis, survey and questionnaire design	3
6	Reliability and validity of scales	3
7	Secondary data, Ex Post Facto Study	3
8	Experimental research design and validity	3
9	**Mid-term Exam**	**3**
10	Observation, interview and focus group	3
11	Sampling	3
12	Quantitative data analysis	3
13	Qualitative data analysis	3
14	Mixed research, cross analysis, triangulation	3
15	Research ethics, IRB	3
16	Research report, consistency in writing a paper	3
17	**Final Report/ Presentation**	**3**
18	**Introspection and Reflection of the Course or Final Exam**	**3**
	Total	54

7. AI Based and ChatGPT Data Analysis of Business and Management Research

Department: Leisure and Recreation Management

Day of the Week: Thursday

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

Target Students: Junior, Senior and Graduated students

Credits: 2

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

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

Instructor: Dr. Li-Shiue Gau

E-Mail: lsgau@asia.edu.tw

About the Course

The course adopts project-based learning design. Students will be required to make group oral presentation in the end of semester. The course is divided into two major parts along with helping students prepare the final presentation step by step. The first part will focus on a general introduction of artificial intelligence (AI), big data analysis, text mining, and ChatGPT in the inductive and deductive research application of industries. The second part will introduce basic Python, some no-low-code tools, Excel, SPSS, Polyanalyst, and SAS in equipping students with ability in doing word cloud analysis, text mining, automatic coding, content analysis, exploratory factor analysis, heatmapping and bootstrapping clustering using machine learning algorithms.

The Course Features

The course aims to cultivate students with competences being a manager who can apply AI based data analysis skills along with leveraging on the ChatGPT functions, not for engineers. The course will let students understand the trend of AI development, and let students understand the issues of AI powered tools applied into data analysis for industry research. For project-based learning, students take part in a project topic they are interested in. Upon the completion of the course, students will strengthen their professional skills and analysis & problem solving skills. Additionally, situated Learning Theory will be applied into teaching activities and local students are encouraged to form groups and to interact culturally and intellectually with international students from different countries and disciplines.

Course Evaluation

(1)Midterm: 20%

(2)Final: 20%

(3)Group Assignment and practice: 20%

(4)Attendance and participation: 20%

(5)Quiz and reflection: 20%

Weekly Syllabus (18 weeks)

Week	Contents	Teaching Hours
1	Introduction	3
2	Development of AI and ChatGPT	3
3	What is machine learning and algorithm?	3
4	Research design, types and framework	3
5	hypothesis, Secondary data, Ex Post Facto Study	3
6	Quantitative data analysis	3
7	Qualitative data analysis	3
8	Mixed research, cross analysis, triangulation	3
9	**Mid-term presentation, Project proposal**	**3**
10	AI in industries, Python basic introduction, issues of AI application	3
11	Google A.I. Experiments, leisure and sport analytics	3
12	Python basic codes, no-low-code tools and applications	3
13	PBL: Text crawling and wordcloud, exploratory factor analysis	3
14	PBL: Cleaning the text, clustering	3
15	PBL: Coding, text mining, survey and questionnaire	3
16	PBL: Content analysis and association analysis, model development	3
17	**PBL: Final presentation**	**3**
18	Introspection and Reflection of the Course	3
Total		54

8. Ecotourism

Department: Leisure and Recreation Management
Day of the Week: Tuesday
Course Time: 16:10 -19:00 (Taiwan time)
Target Students: Undergraduate Students
Credits: 3
Teaching Mode: EMI, synchronous/ asynchronous, Tronclass, Microsoft Teams
Course fee: US$ 250 (Partner university students can waive this charge.)
Instructor: Dr. Feng-En Lo
E-Mail: felo@asia.edu.tw

About the Course

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

The Course Features

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

Course Evaluation

(1)Attendance: 30%
(2)Quiz: 30%
(3)Midterm report: 20%
(4)Final presentation: 20%

Weekly Syllabus (18 weeks)

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

College of Humanities and Social Sciences

9. Social Work with Elder People in Taiwan

Department: Social Work
Day of the Week: Monday
Course Time: 13:10-16:00 (Taiwan time)
Target Students: Junior, Senior Students
Credits: 3
Teaching Mode: EMI, asynchronous/synchronous, Tronclass, Microsoft Teams
Course fee: US$ 250 (Partner university students can waive this charge.)
Instructor: Hsiu-Ching Chen
E-Mail: 108100077@asia.edu.tw

About the Course

This course is a virtual exchange course. Students come from different countries. The course is divided into two parts. The first part is an introduction to Taiwan's elderly welfare policies and service systems, as well as the concept of elderly social work and the elderly caring models. The second part will take students to the specific caring center for different elderly groups, and help students understand the practical social work for elderly in Taiwan. We will arrange at least 4 specific caregiving organizations or elderly service centers in Taiwan.

The mid-term report and the final report respectively present the results of the action and learning phases. The course arranges online oral reports and sharing, and encourages students to organize and report online and discuss the content of learning and reflection. Training independent study expression skills, and also take this to accept questions and feedback from teacher and classmates for interactive learning.

The Course Features

A. Cognitive

a.To understand the historical development of elderly welfare in Taiwan

b.To understand the elderly welfare policies and regulations in Taiwan

c.To understand the theoretical and ethical issues of elderly services

B.Skill

a.Skills for observing elderly care

b.Skills for observing the interacting with elderly

c.Skills for writing elderly service project reports

C.Effects
 a. Inspiring students to explore the elderly care issues in their own country
 b. Motivating students to care about the living conditions of the elderly in their own area
 c. Guiding students to think about the cultural and ethical issues of elderly care

Course Evaluation

(1)Class attendance: 10%

(2)Class involvement: 10%

(3)Oral report: 10%

(4)Discussion sheets and online discussion board: 10%

(5)Mid-term report: 30%

(6)Final report: 30%

Course Assignment
 • Discussion Sheets:

 Following the weekly discussion sheets and to discussion online (TronClass discussion board)
 • Oral Report: An agency orientation presentation

 This oral presentation will provide an overview of each students' elderly service organization or agency at their own country. It should outline the agency organizational structure, programs & services, eligibility requirements, funding base and social workers' or caregivers' roles. Each presentation also includes typical client populations served. Assessment of diversity factors in service delivery is required. (Could use Google Earth/Map or any virl technique.)
 • Mid-term report:

2-3 typed pages (maximum) address specific social work values, knowledge or skills of elderly service in students' own country. Include reactive content of topic from both a personal as well as social work perspective. Students are expected to make connections to current learning/changes in views or perspectives. The following information is the guide to be covered and used when writing the paper:

Content

1.What point stands out the most in your mind while discussion this topic?

2.What would your parents, friends, significant others think about elderly service in your country and/or classroom discussion around this content?

3.Who or what is relative to content –different experiences of various groups (working class or unemployed, 'disabled, demented, cultural diversity, married or single, homeless, with or without children, etc.)
 • Final Report:

3-5 typed pages (maximum) address specific areas of elderly service center in students' own country.
 Student could interview the social workers or caregivers at the agency. These skills are to be measured and discussed using the handouts or text book and written as the self-evaluation/process component of the paper (including code of ethics, specific service skills or practice model).

Weekly Syllabus (18 weeks)

Week	Contents	Note
1	Orientation of course & syllabus Introduction to social work (SW) for elderly service in Taiwan (TW)	
2	The legal, policy and political context of SW with older people	
3	Code of SW Ethics in TW Values and ethics in SW with older people (I)	
4	Values and ethics in SW with older people (II)	
5	The changing context of SW practice with older people	
6	The context of elder service and practical models in Taiwan (I)	
7	The context of elder service and practical models in Taiwan (II)	
8	Cultural Competency of SW practice in elderly service	
9	**Mid-term**	
10	Specific areas of SW practice with elder people in TW (I) Building professional relationships engagement /forming partnerships and developing elderly service Skills (I)	
11	Specific areas of SW practice with elder people in TW (II) Building professional relationships engagement /forming partnerships and developing elderly service Skills (II)	
12	Specific areas of SW practice with elder people In TW (III) Building professional relationships engagement /forming partnerships and developing elderly service Skills (III)	
13	Specific areas of SW practice with elder people In TW (IV) Building professional relationships engagement /forming partnerships and developing elderly service Skills (IV)	
14	Using the assistive technology for people with disable person in agencies	
15	Using the assistive technology for people with dementia in agencies	
16	SW roles & multi-level Interventions in elderly service	
17	**Finals week**	
18	**Finals week**	

College of Creative Design

10. Design and Artificial Intelligence

Department: Creative Product Design
Day of the Week: Tuesday
Course Time: 13:10 -15:00 (Taiwan time)
Target Students: Undergraduate Students
Credits: 2
Teaching Mode: EMI, synchronous, Tronclass, Microsoft Teams
Course fee: US$ 200 (Partner university students can waive this charge.)
Instructor: Chi-Wen Lung
E-Mail: cwlung@asia.edu.tw

About the Course

Economic activities have always been closely related to design. Furthermore, science and technology have opened up new possibilities for design creation. Artificial intelligence, which has emerged in recent years, will have a profound impact on more than just the economy. It will also have a profound impact on design. Furthermore, we will introduce various current cases of artificial intelligence in design. In addition to stimulating students' imaginations, this course aims to engage them in relevant innovation activities.

The Course Features

Having a good understanding of how technology impacts the design development process. It is important to understand design as well as artificial intelligence in order to create good designs. A design knowledge that is based on artificial intelligence and innovation is developed.

Course Evaluation

(1) Attendance: 30%
(2) Midterm Exam: 30%
(3) Final Exam: 40%

Weekly Syllabus (18 weeks)

Week	Contents	Teaching Hours
1	An introduction to design and artificial intelligence	2
2	Understanding the impact of technology on design and development	2
3	Understand the design of artificial intelligence	2
4	Knowledge of design, artificial intelligence, and innovation	2
5	Designing products with artificial intelligence	2
6	Graphic design and artificial intelligence	2
7	Designing architecture with artificial intelligence	2
8	Landscape design and artificial intelligence	2
9	**Midterm Exam**	**2**
10	A basic introduction to Python programming	2
11	Organizing and collecting data and teaching programs	2
12	Teaching Machine Learning and Programming	2
13	Teaching deep learning and programming	2
14	Report on the design work proposal	2
15	Explanation of Presentation	2
16	Presentation (I)	2
17	Presentation (II)	2
18	**Final Exam**	**2**
Total		36

11. Research Methods

Department: Creative Product Design

Day of the Week: Tuesday

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

Target Students: Undergraduate Students

Credits: 2

Teaching Mode: EMI, synchronous, Tronclass, Microsoft Teams

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

Instructor: Chi-Wen Lung

E-Mail: 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.

Course Evaluation

(1) Attendance: 30%

(2) Midterm Exam: 30%

(3) Final Exam: 40%

Weekly Syllabus (18 weeks)

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	**Midterm Exam**	**2**
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	**Final Exam**	**2**
Total		36

Application Procedure

1.Partner universities help deliver the lists below to Ms. Fiona Wongat fionawong@asia.edu.tw before August 15, 2023.

2.Please offer the lists below and kindly fill in complete information for administrative processing:

A. Home University Information (Coordinator)

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

*Address: **For sending student's certificates and transcripts**

B. Applicant's Personal Information (Sample)

Personal Information		
1	Full Name	Fiona Wong
2	Gender(Male/Female)	F
3	Date of Birth (YYYY/MM/DD)	2000/01/01
4	Nationality	TAIWAN
5	Home Department	Foreign Languages and Literature
6	Undergraduate/Graduate/Year	Undergraduate, Year 3
7	Telephone No.(+country code)	+886423323456
8	Email	fionawong@asia.edu.tw
9	Courses Selected	#9, #23