Virtual Exchange Program

FALL Semester, 2021
ASIA UNIVERSITY

Table of Contents

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 grantedwith 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 **Fall semester 2021** at AU **starts on September 13, 2021** and **ends onJanuary 15, 2022.**

6. **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 Aug. 16th, 2021**)so that we can help register the exchange students in AU system, enabling them totake courses online.

7. At AU **an undergraduate course** is required to have **20 students** or more and agraduate course **5 students** or more. The course offered in the brochure may becanceled, 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.

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.

College of
Medical and Health

*1. Advanced Global Health Issue

Department: Healthcare Administration
Week of Day: Tuesday
Course Time: 13:10 - 15:00 (Taiwan time)
Grades: Graduate, mainly PhD students
Credits: 3
Instructor: Dr. Yulyu Yeh
Teaching Mode: English-taught, synchronous

Maximum number of students allowed per class: 15 Students

* **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 is a graduate level course which provides an in-depth introduction to topics in global health, including health surveillance, health systems, health burden, international public health organizations, and identification of health problems around the world and the main determinants. Inaddition, we will discuss timely matters in global health promotion programs, disease control programs, and research. In class activities and discussions we will focus on challenging global health problems and strategies to address them. Examples of global health problems in this class will include both infectious and non-infectious diseases and should be of interest to students in various programs.

The Course Features

In this course, you will be introduced to the world's vast diversity of determinants of health and disease. You will have an opportunity to critically appraise health systems in different parts ofthe world. You will analyze current and emerging global health problems, including infectious diseases, non-infectious diseases, health inequity, principles and impact of health systems, and major global disease prevention and health promotion programs. During the class, students will beworking in groups to discuss and challenge the current health system. The goal of this course is to help you build up skills in critical thinking and problem solving in relation to global health issues.

Syllabus

Week	Contents	Teaching Hours
1	Introduction of the Course, Watch: World Health Organization (2013). WHO film on social determinants of health. Geneva: World Health Organization. [Cited: January 12, 2016]. Available at: http://video.who.int/streaming/csdh/WHA65_film_sdh.wmv	3
2	Principles of Global Health Reading Material: World Health Organization (2014). Publications on social determinants. Retrieved from http://www.who.int/social_determinants/corner/en/	3
3	Health Systems Reading Material: Why Do Health Systems Matter? In: Health Systems: Improving Performance, World Health Report 2000. WHO. (Pages 1-11)	3
4	Intercultural Approaches to Health Reading Material: Mills, A. (2014). Health Care Systems in Low- and Middle-Income Countries. N Engl J Med.370:552-7.	3
5	Disease Surveillance in Global Context Reading Material: Kariuki JK, Stuart-Shor EM, Leveille SG, Hayman LL. Methodological Challenges in Estimating Trends and Burden of Cardiovascular Disease in Sub-Saharan Africa. Cardiol Res Pract. 2015;2015:921021.	3
6	Vaccination	3
7	Water, Sanitation and Hygiene Reading Material: Bui & Markle, Understanding Global Health Chapter 6: Environmental Health in the Global Context	3
8	Nutrition & Global Health Obesity and malnutrition	3
9	**Mid-term Student Presentation**	**3**
10	Climate Change Related Disease Reading Material: McMichael AJ. Globalization, Climate Change, and Human Health. N Engl J Med 2013;368:1335-43.	3
11	Non-Communicable disease Reading Material: WHO. Global status report on noncommunicable diseases 2010. Chapter 1: Burden: mortality, morbidity and risk factors: 9-31	3
12	Infectious Diseases and Global Health Reading Material: Accelerating work to overcome the global impact of neglected tropical diseases – A roadmap for implementation. World Health Organization. Bardosh K. Global aspirations, local realities: the role of social science research in controlling neglected tropical diseases. Infect Dis Poverty. 2014 Oct 1;3(1):35	3

13	Infectious Diseases and Global Health HIV/AIDS and Malaria	3
14	Global Mental Health and Well Being Reading Material: Collins PY. What is global mental health? World Psychiatry. 2020 Oct;19(3): 265-266	3
15	Maternal and Child Health Reading Material: Bui & Markle, Understanding Global Health Chapter 4: The Health ofWomen/Mothers and Children	3
16	COVID-19	3
17	**Student Presentation**	**3**
18	**Student Presentation** **Final Paper Due**	**3**
Total		54

College of

Information and Electrical Engineering

2. Introduction to Quantum Computing

Department: Bioinformatics and Medical Engineering
Week of Day: Thursday
Course Time: 13:10 - 16:00 (Taiwan time)
Credits: 3
Grades: Juniors, Seniors & MS students
Instructor: Dr. Ka-Lok Ng
Teaching Mode: English-taught, synchronous

*Class size: up to 30 students

About the Course

The course is designed to help students learn about the basic principles and algorithms in quantum computing. This course requires students with some engineering, information science or biology backgrounds.

Quantum computing is based on the principle of linear superposition of states and quantum state entanglement. Quantum computing can perform much faster computation than traditional computers, due to the principle of quantum parallelism. Besides, quantum computing is an interdisciplinary subject, combining physics, mathematics, computer science and engineering. This course hopes to give students a solid foundation to further research and to prepare them for the new trends of quantum computing technology of the modern eras.

The Course Features

This course will provide students with a basic understanding of quantum computing, from classical mechanics to quantum mechanics, then to quantum computing. Students will be able to utilize the knowledge they have acquired to conduct more in-depth study of quantum computing at the end of the course. This course will use some recent developments in quantum computing for illustration to emphasize the fact that if quantum computers can be successfully developed, it will have a profound and far-reaching impact on mankind.

Syllabus

Week	Contents	Teaching Hours
1	Introduction – course descriptions	3
2	History of classical mechanics and quantum mechanics	3
3	Review of classical mechanics - Lagrangian and Hamiltonian formulations	3
4	Emergence of quantum mechanics – hydrogen atom, matter wave, Heisenberg Uncertainty Principle, Schrodinger wave mechanics, matrix mechanics	3
5	Postulate of quantum mechanics & Mathematical preliminary 1- Hilbert space, observables, state vectors, state evolution	3
6	Mathematical preliminary 2 – commutators, self-adjoint operators, Dirac notation, mixed state, density operator	3
7	Quantum bit, Bloch sphere, tensor product, quantum gates	3
8	Quantum gates, Quantum gates decomposition, Quantum circuits	3
9	**Mid-term Exam**	**3**
10	Deutsch-Jozsa algorithm	3
11	Grove algorithm	3
12	Shor's algorithm	3
13	Quantum entanglement, Bell's inequality, Quantum teleportation, Godel's Incompleteness Theorem	3
14	Overview of classical and quantum machine learning	3
15	Applications of quantum computing in bioinformatics	3
16	Quantum computer technology - NMR, ions traps, cavity QED, superconducting circuits, quantum dots, topological superconductor etc.	3
17	**Student presentation or final exam**	**3**
18	**Student presentation or final exam**	**3**
	Total	54

*3. Windows Programming

Department: Bioinformatics and Medical Engineering
Week of Day: Thursday
Course Time: 13:10 - 16:00 (Taiwan time)
Grades: MS & PhD students
Credits: 3
Instructor: Dr. Ching-Tai Chen
Teaching Mode: English-taught, synchronous

* 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 course starts with the introduction to the syntax of Visual studio C# and basic parts including variables, flow control, exceptions, I/O will be covered. Then, basic concepts of object-oriented programming will be taught, followed by the programming environment, Visual Studio IDE. Students will learn how to download, install, and create a Visual Studio project for Windows application. Students will also learn debugging and the use of the IDE for better coding structure. Students will be asked finally to write a windows application as their term project.

The Course Features

The course aims to provide students with some good understanding of the programming language of Visual Studio C# and some experiences in developing a Windows application using C#.Upon the completion of the course, students will learn the following.

➢ Use VS.NET - Integrated Development Environment.
➢ Develop good understanding of C# language features.
➢ Build strong concepts of OOP's and implement the same in C#.
➢ Create and manage strings, arrays, collections and enumerators using .NET Framework library.
➢ Perform file input and output operations - read and write data streams, serialize and de-serialize an object
➢ Build GUI applications using .NET Framework and WinForms API.

Syllabus

Week	Contents	Teaching Hours
1	Introduction to C # and Installation of Visual C # 2019 Express	3
2	Window Application and Visual Studio IDE	3
3	Data Type and Operation Symbol	3
4	Flow Control	3
5	Applications of Control Structures, and Loop Control Structures	3
6	Applications of Loop Control Structures	3
7	Presentation of Project 1	3
8	**Midterm Exam**	**3**
9	Common Visual Components	3
10	Concept of Array and Application	3
11	Collections	3
12	Presentation of Project 2	3
13	Method and Exception	3
14	Programming Exercise	3
15	File Input and Output	3
16	Presentation of Project 3	3
17	Program Examples	3
18	**Final Exam, Presentation of Project 3**	**3**
	Total	54

4. Digital Image Processing

Department: Computer Science & Information Engineering
Week of day: Tuesday
Course Time: 09:10 - 12:00 (Taiwan time)
Grades: Undergraduate
Credits: 3
Instructor: Dr. Rung-Sheng Chen
Teaching Mode: English-taught, synchronous

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 at any pair of coordinates (x, y) is called the intensity or gray level of the image at that point. When x, y, and the amplitude values of f are all finite, discrete quantities, we call the image a digital image. The field of digital image processing refers to processing digital images by means of a digital computer.

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

The Course Features

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

Syllabus

Week	Contents	Teaching Hours
1	Introduction of digital image processing (DIP): What is DIP, background and DIP's tool	3
2	Fundamental of DIP: Reading images, Displaying images	3
3	Fundamental of DIP: Writing images, classes, and images types	3
4	Fundamental of DIP: Converting between classes	3
5	Intensity Transformation: Transformation functions	3
6	Intensity Transformation: Histogram processing	3
7	Intensity Transformation: Spatial filtering	3
8	Intensity Transformation: DIP standard spatial filters	3
9	**Mid-term Exam**	**3**
10	Color image processing: Color image representation	3
11	Color image processing: Converting between color spaces	3
12	Color image processing: Basics of color image processing	3
13	Color image processing: Color transformations	3
14	Color image processing: Spatial filtering of color images	3
15	Image Segmentation: Point, line, and edge detection	3
16	Image Segmentation: Line detection using the Hough Transform	3
17	Review of DIP and introduction of computer vision	3
18	**Final Exam**	**3**
Total		54

5. Data Science

Department: Computer Science & Information Engineering
Week of Day: Monday
Course Time: 18:30 – 21:05 (Taiwan time)
Grades: Graduate
Credits: 3
Instructor: Dr. Cheng-Yuan Ho
Teaching Mode: English-taught, synchronous

About the Course

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

The Course Features

In this course, you will learn how to program with Python, how to create amazing data visualizations, and how to use Machine Learning/Deep Learning with Python. The topics of thiscourse include:

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

Syllabus

Week	Contents	Teaching Hours
1	Introduction to this Course and its Rules Python Environment Setup: Anaconda (Local) and Colab (Cloud)	3
2	Python Crash Course I	3
3	Python Crash Course II	3
4	Numpy, Scipy, Matplotlib	3
5	Pandas I	3
6	Pandas II	3
7	Machine Learning with Scikit-Learn	3
8	Deep Learning with Tensorflow	3
9	**Mid-Term Presentation**	**3**
10	Linear Regression, K Nearest Neighbors, K Means Clustering	3
11	Decision Trees, Random Forests	3
12	Natural Language Processing	3
13	Application: Web Scraping with Python and Connect to SQL	3
14	Application: AOI Detection and Prediction	3
15	Application: Passenger Data Collection and Prediction	3
16	Team Project Discussion and Hands on	3
17	Team Project Discussion and Hands on	3
18	**Final Project and Demo**	**3**
Total		54

6. Text Mining

Department: **Computer Science and Information Engineering**
Week of Day: **Wednesday**
Course Time: **13:10 - 16:00 (Taiwan time)**
Grades: **Seniors & MS students**
Credits: **3**
Instructor: **Dr. Jing-Doo Wang**
Teaching Mode: **English-taught, synchronous**

About the Course

This course is designed to familiarize students with the concepts and processes of text mining via many of the hands-on experiments based on Python programming. Students are, therefore, required, to have some fundamental programming training so that they will be able to handle those hands-on experiments of text mining techniques.

The Course Features

This course will cover, first of all, text preprocessing in feature extraction, feature weighting, and instance vectorization. Then, it will deal with traditional text classification and text clustering through well-known corpus, e.g. "PubMed", and this will be required as your mid-term project. After mid-term project, we will discuss modern techniques for the relationship among distinct words, the approaches of word embedding via deep learning, and the like. A final project will be required to display students' learning outcome, and it needs to integrated with the AWS educate program by using text mining tools provided by AWS, e.g. "comprehend."

Syllabus

Week	Contents	Teaching Hours
1	Introduction of the Course, What are the applications of text mining?	3
2	Python for NLP	3
3	Text Preprocessing	3
4	Traditional Feature Engineering Models	3
5	Advanced Feature Engineering Model	3
6	Text Classification-Vectorization	3
7	Text Classification-Classifiers	3
8	Mid-term Project Presentation	3
9	**Mid-term Project Report**	**3**
10	Text Similarity	3
11	Text Clustering	3
12	Text Cluster- Visualization	3
13	Text Mining vs. Deep Learning (I)	3
14	Text Mining vs. Deep Learning (II)	3
15	AWS Educate Program and AWS Academy Program	3
16	Text Mining vs. AWS	3
17	**Final Project Presentation: Text Mining + AWS**	**3**
18	**Final Project (Report): Text Mining + AWS**	**3**
Total		54

College of Management

7. Quantitative Research Methods (QRM)

Department: Business Administration

Week of Day: Thursdays (Asynchronous Course (no preset attendance is required)

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

Grades: Undergraduate seniors & MA students

Credits: 3

Instructor: Dr. Massoud MOSLEHPOUR (writetodrm@gmail.com)
                (mm@asia.edu.tw)

Teaching Mode: English-taught, asynchronous

Course Restrictions:

A. Textbook

Advanced Statistics in Research; Harry Hatcher (https://statsinresearch.com/)(It may change)

*Chapters covered: ALL

B. Requirement: Purchase of Textbook (MinTap Version) NT$1100

EACH student MUST purchase an online Textbook NT$1100 (US$35)

This is e-book and assignments (Impossible to share the book)!

C. Number of Students Required:

Minimum number of students to open the class: 20 Students

Maximum number of students allowed: 50 Students

About the Course

The purpose of this class is to understand statistics in a research or applications context, not as a discrete set of mathematical techniques but as part of the process of reasoning withnumbers.

1. This course will help students design their chapter 3 and write chapter 4 of theirthesis.
2. After this course, students will be able to use SPSS and AMOS to analyze data and structural models

The Course Features

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

Syllabus

Week	Contents	Teaching Hours
1	Level of Variables	3
2	Variables and Relations among them	3
3	Introduction	3
4	Descriptive Statistics and Graphics	3
5	Research Design	3
6	Surveys and Sampling	3
7	Class Discussion	3
8	Reliability and Validity	3
9	**Mid-term Exam**	**3**
10	Inferential Statistics	3
11	Critiquing Statistics Presented by Others	3
12	Introduction to the General Linear Model	3
13	Factor Analysis	3
14	Reviewing, Critiquing, and Synthesizing Research	3
15	Business Statistics	3
16	Critiquing Statistics Presented by Others	3
17	Educational and Psychological Statistics	3
18	**Final Exam**	**3**
Total		54

8. Business and Social Ethics (BSE-E1)

Department: Business Administration
Week of Day: Wednesdays **(Asynchronous Course, no preset attendance is required)**
Course Time: 16:10-19:00 (Taiwan time)
Grades: Undergraduate
Credits: 3
Instructor: Massoud MOSLEHPOUR (writetodrm@gmail.com)
    (mm@asia.edu.tw)
Teaching Mode: English-taught, asynchronous

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)

Chapters covered: 1, 2, 3, 6, 7, 8, 9, 19

B. Requirement
Purchase of Textbook (MinTap Version) NT$1100
EACH student MUST purchase an online Textbook NT$1100 (US$35)

C. Number of Students Required:

Minimum number of students to open the class: 20 Students

Maximum number of students allowed: 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
(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 "Managerial Ethics and Corporate Social Responsibility" course as well.

This course is an introduction to social and business ethics. It offers a managerial perspective that identifies and integrates current and relevant thought and practice. The managerial perspective is embedded within the course's central business ethics, sustainability, and stakeholder management themes. Each of these themes is essential today. Each theme builds upon its perspective but is consistent with and overlaps with the others. Taken together, they capture the challenges of the past and provide frameworks for thinking about the current and future role of business in society.

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.

Grading Policy

<mark>A≥90%; 89.9%≥B≥80.0%; 79.9%≥C≥70.0%; 69.9%≥D≥60.0%; F≤59.9%</mark>

Syllabus

Week	Contents	Teaching Hours
Week 1	Course Introduction	Meeting Online Wednesday (4pm~7pm)
Week 2 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 Wednesday (4pm~7pm)
Week 3 Chapter 1	4. Identify, discuss, and illustrate the factors leading up to business criticism and corporate response. 5. What is the general criticism of business? How may the balance of power and responsibility be resolved? What is the changing social contract? 6. Highlight the major focuses or themes of the book: managerial approach, business ethics, sustainability, and stakeholder management.	Meeting Online Wednesday (4pm~7pm)
Week 4 Chapter 2	1. Describe some early views of corporate social responsibility (CSR). Explain how CSR evolved andencompasses 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 CSRhas strengthened the concept's acceptance. 3. Describe how the concept of corporate social *responsiveness* differs from CSR.	Meeting Online Wednesday (4pm~7pm)

Week	Contents	Teaching Hours
Week 5 Chapter 2	4. Summarize how corporate social *performance* (CSP) became more popular. Describe how it is different than CSR. Elaborate on how it differs from corporate social *responsiveness*. 5. Describe how corporate citizenship is a valuable way of thinking about CSR. Explain its broad and narrow views. Explain how corporate citizenship develops and proceeds in stages. 6. Summarize the three perspectives on the relationship between corporate social performance (CSP) and corporate financial performance (CFP).	Online Self-Study 3 hours
Week 6 Chapter 2	7. Explain how sustainability is a broad concept that embraces profits, people, and the planet. Describe how the triple bottom line is a vehicle for implementing sustainability. 8. Elaborate on the ages and stages of CSR. Define CSR Greenwashing and how it may lead to misleading reputational profiles of companies. 9. Describe and characterize the socially responsible investing movement. Differentiate between negative and positive screens that are used in investment decisions.	Meeting Online Wednesday (4pm~7pm)
Week 7 Chapter 3	1. Identify origins of the stakeholder concept by explaining what a stake is and what a stakeholder is. 2. Explain who business's stakeholders are in primary and secondary terms. 3. Differentiate among the three stakeholder approaches—strategic, multi-fiduciary, and synthesis. 4. Identify and explain the three values of the stakeholder model.	Online Self-Study 3 hours

Week	Contents	Teaching Hours
Week 8 Chapter 3	5. Name and describe the five key questions that 6. capture the essence of stakeholder management. 7. Explain major concepts in effective stakeholder management to include stakeholder thinking, stakeholder culture, stakeholder management capability, and stakeholder engagement. 8. Describe the three strategic steps toward global stakeholder management	Online Self-Study 3 hours
Week 9 **Chapter 6**	1. Distinguish between risk management, issue management, and crisis management. 2. Describe the major categories of risk and some of the factors that have characterized risk management in actual practice. 3. Define issue management and the stages in the issue management process.	**Online Midterm Exam**
Week 10 Chapter 6	4. Define Crisis management and identify four crisis stages. 5. List and discuss the major stages or steps involved in managing business crises.	Meeting Online Wednesday (4pm~7pm)
Week 11 Chapter 7	1. Describe the public's opinion of business ethics. 2. Define business ethics, explain the conventional approach to business ethics and identify the sources of ethical norms in individuals. 3. Analyze economic, legal, and ethical aspects of a decision by using a Venn model.	Online Self-Study 3 hours
Week 12 Chapter 7	4. Identify, explain, and illustrate three models of management ethics. 5. In terms of making moral management actionable, describe and discuss Kohlberg's three levels of moral development and Gilligan's ethics of care. 6. Identify and discuss six major elements of moral judgment.	Online Self-Study 3 hours

Week	Contents	Teaching Hours
Week 13 Chapter 8	1. Identify and explain the different levels at which business ethics may be addressed. 2. Enumerate and discuss the principles of managerial ethics and ethical tests for guiding ethical decisions. 3. In terms of managing organizational ethics, identify the factors affecting an organization's ethical culture and provide examples of these factors at work.	Online Self-Study 3 hours
Week 14 Chapter 8	4. Describe the best practices that management may adopt to improve an organization's ethical culture. 5. Identify and explain concepts from "behavioral ethics" that affect ethical decision-making and behavior in organizations. 6. Explain the cascading effect of moral decisions, moral managers, and moral organizations.	Meeting Online Wednesday (4pm~7pm)
Week 15 Chapter 9	1. Identify and describe what the new world of Big Data is all about and the implications it holds for business. 2. Explain how social media have changed the world of business and technology. 3. Discuss how surveillance is a new dimension to being a consumer and an employee and what its implications are for stakeholders.	Online Self-Study 3 hours
Week 16 Chapter 9	4. Articulate an understanding of technology and the technological environment. 5. Identify the characteristics of technology to include their benefits, side effects, and challenges in business. 6. Comment on the relationship between technology and ethics.	Online Self-Study 3 hours
Week 17 Chapter 9	7. Define information technology and discuss the issues relating to e-commerce in business. 8. Define biotechnology. Identify the ethical issues involved in genetic engineering and genetically modified organisms (GMOs).	Online Self-Study 3 hours

Week	Contents	Teaching Hours
Week 18 Chapter 19	1. Discuss the concept of diversity management in the workforce and the evolution of its current paradigm. 2. Chronicle the U.S. civil rights movement and minorityprogress in the past 50 years. 3. Outline the essentials of the federal discrimination laws. 4. Define and provide examples of the expanded meanings of employment discrimination, including disparate treatment and disparate impact, and issuesin employment discrimination relating to race, color, nation origin, sex, age, religion, sexual orientation, and disability. 5. Discuss the concept of affirmative action and current issues related to diversity management.	Meeting Online Wednesday (4pm~7pm)
Week 18 **11:59 PM Taiwan Time**	**ALL homework assignments are** **due! Last day of class!** **SYSTEM WILL CLOSE!** **Final Exam**	**11:59 PM Taiwan Time System willbe closed**
	Total	54

*9. Statistics and Data Analysis

Department: Business Administration
Week of day: Tuesday
Course Time: 13:10 - 16:00 (Taiwan time)
Grades: Graduate, MA & PhD students
Credits: 3
Instructor: Dr. Sheu, Shey-Huei
Teaching Mode: English-taught, synchronous

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

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

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

The Course Features

In this course I have captured how to learn Mean, how to learn Mode, how to learn Median, Concept of Sleekness, Concept of Kurtosis, Variables, Concept of Standard Deviation, Concept of Covariance, Concept of Correlation, Concept of Regression, also how to read regression formula, regression graph, Concept of Intercept, Concept of Slope Coefficient, Concept of Random Error, Different types of regression. This way you gain a foundational understanding of business analytics.

This course will enable you to:

1. Gain a foundational understanding of business analytics
2. Define, understand and use the various apply functions and DPLYP functions

3. Gain a basic understanding of the various statistical concepts
4. Understand and use hypothesis testing method to drive business decisions
5. Understand and use linear, non-linear regression models, and classificationtechniques for data analysis

Syllabus

Week	Contents	Teaching Hours
1	Overview & Introduction	3
2	Basics: Data Description	3
3	Sampling & Estimation	3
4	Sampling & Estimation	3
5	Hypothesis Testing	3
6	Hypothesis Testing	3
7	Regression Basics	3
8	Regression Basics	3
9	**Mid-term Exam**	**3**
10	Regression Basics	3
11	Regression Basics	3
12	Regression Basics	3
13	Regression Basics	3
14	Multiple Regression	3
15	Multiple Regression	3
16	Multiple Regression	3
17	Multiple Regression	3
18	**Final Exam**	**3**
Total		54

10. Advanced Management Accounting

Department: Accounting and Information Systems
Week of Day: Friday
Course Time: 09:10 - 12:00 (Taiwan time)
Grades: Undergraduate
Credits: 3
Instructor: Dr. Shao-Chun Chiu
Teaching Mode: English-taught, synchronous

About The Course

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

The course covers the following 4 topics:

1. After an introduction, we will first focus on the interaction of Management Accounting and the business process. "Cost Behavior," "Cost Management Systems," and "Decision Making" are the key issues.
2. In part II, we will use accounting techniques for planning and control. "Budgeting," "Variance Analysis," and "Management Control System" will be discussed.
3. In part III, we will discuss "Capital Budgeting," a technique to evaluate the projects which involve cash flows at different moments in time.
4. In the last part, we will deal with "Product Costing." Here the keywords are: "Cost Allocation,""Overheads," and "Job-Costing and Process-Costing Systems."

The Course Features

This is an intermediate course, and students are required to know some basic principles of accounting. Important: students should be able to do exercises, using a standard spread sheet program (Calc/Excel). Please upgrade your skills if you are not used to work with spread sheets; goodknowledge of this kind of software tool is essential to making well-organized calculations in an effective way.

After successfully completing this course, students should be able to: Define managerial accounting;

- Define cost drivers and evaluate cost behavior;
- Use cost-volume-profit analysis in decision making;
- Set up and use Activity-Based Costing.
- Use relevant information for decision making, both for pricing and operational decision;

- Execute variance analysis;
- Set up and use a scheme of cost allocation;
- Implement job-costing and process-costing systems.

Syllabus

Week	Contents	Teaching Hours
1	Introduction of the Course	3
2	Managerial Accounting (MA)：An Overview Basic functions of Excel for MA	3
3	Managerial Accounting (MA) and Cost Concepts	3
4	Job-Order Costing：Calculating Unit Product Costs	3
5	Job-Order Costing：Calculating Unit Product Costs	3
6	Job-Order Costing：Cost Flows and External Reporting	3
7	Job-Order Costing：Cost Flows and External Reporting	3
8	Job-Order Costing：Cost Flows and External Reporting	3
9	**Mid-term Exam**	**3**
10	Activity-Based Costing	3
11	Activity-Based Management	3
12	Activity Value Management	3
13	Integrated Strategic Value Management System	3
14	Process Costing	3
15	Process Costing	3
16	Cost-Volume-Profit Relationships	3
17	Cost-Volume-Profit Relationships	3
18	**Final Exam**	**3**
Total		54

11. Special Topics on Leisure and Recreation

Department: Leisure and Recreation Management
Week of Day: Tuesday
Course Time: 16:10 - 18:00 (Taiwan time)
Grades: Juniors, Seniors, & MA students
Credits: 2
Instructor: Dr. Li-Shiue Gau
Teaching Mode: English-taught, synchronous

About the Course

The course starts with the introduction of important and popular concepts and theories in leisure and recreation and then proceeds to discuss various industries in leisure and recreation. Special topics such as sustainability, application of artificial intelligence (AI), big data analysis, travel and tourism competitiveness, impacts of Covid-19, and new trends of leisure and recreation 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 applying content analysis and text mining.

The Course Features

The course aims to cultivate students' global perspective and analysis and problem solving skills. Upon the completion of the course, students will be aware of special topics on leisure and recreation and be able to have a diverse understanding of the leisure and recreation industries. 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 and better enjoy their leisure life in the future.

Syllabus

Week	Contents	Teaching Hours
1	Introduction to the Course	2
2	Concept, definition, industry analysis	2
3	Importance of leisure time, tourism in Taiwan	2
4	Values, experiential marketing, application of AI	2
5	Value chain, various types of leisure and recreation	2
6	Clustering, travel and tourism competitiveness, big data analysis	2
7	Evolution, content analysis, text mining	2
8	New trend, analysis framework, systematic approach	2
9	**Mid-term Exam**	**2**
10	Sustainable tourism, Hotel and hospitality industry, SDG	2
11	Catering industry, impacts of Covid-19, cruise vacation	2
12	Travel agency, global perspective, trend analysis model, home leisure	2
13	Rural travel, indoor and outdoor activities, greensports	2
14	Theme park, National park, sport leisure, sport tourism	2
15	Religious tour, cultural tour, city tour, experiential economy	2
16	Leisure involvement, flow, leisure addiction, leisure literacy	2
17	**Final Report/ Presentation**	**2**
18	**Introspection and Reflection of the Course or Final Exam**	**2**
Total		36

12. Ecotourism

Department: Leisure and Recreation Management
Week of Day: Tuesday
Course Time: 13:10-16:00 (Taiwan time)
Grades: Undergraduate
Credits: 3
Instructor: Dr. Feng-En Lo
Teaching Mode: English-taught, synchronous

About the Course

Ecotourism is a form of tourism involving visiting fragile, pristine, and relatively undisturbednatural areas, intended as a low-impact and often small-scale alternative to standard commercialmass tourism. Ecotourism includes attractiveness, convenience, health and safety, and the sustainable development of the environment. Ecotourism has helped promote local tourism industry by combining conservation with tourism.

The Course Features

Both films and teaching materials will be used for this course. The class will include the living experiences of the aboriginal people, the introduction of flora and animals, and the examples of ecotourism in Taiwan and all over the world. This class aims to train students to become a good tourguide of ecotourism and presentation will be required to prove students' abilities to be ecotour guides.

Syllabus

Week	Contents	Teaching Hours
1	Introduction of the course; The basic concepts and principles of ecotourism.	3
2	Ecotourism in Islas Galápagos	3
3	National Park	3
4	National Park	3
5	World Heritage Sites	3
6	World Heritage Sites	3
7	Ecotourism in Australia and New Zealand	3
8	Chiku ecotourism in Taiwan. The SWOT analysis of Chiku ecotourism	3
9	**Mid-term Exam**	**3**
10	The bird ecotourism in Taiwan	3
11	The coastal ecotourism in Taiwan.	3
12	The butterfly ecotourism in Taiwan	3
13	The firefly ecotourism in Taiwan	3
14	The aboriginal ecotourism in Taiwan	3
15	The flora and harmful animals and plants in Taiwan	3
16	Injury prevention and First Aid for ecotourism	3
17	Group Final Report due; Introspection and Reflection of the Course	3
18	**Final Exam**	**3**
Total		54

13. Business Research Methods

Department: Leisure and Recreation Management
Week of Day: Friday
Course Time: 16:10-19:00 (Taiwan time)
Grades: Seniors and MA students
Credits: 3
Instructor: Dr. Li-Shiue Gau
Teaching Mode: English-taught (Chinese translation, when necessary), synchronous and asynchronous

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 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 research, know how to study business research and learn problem-solving methods, and practice how to write a research proposal.

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 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.

Syllabus

Week	Contents	Teaching Hours
1	Introduction of 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	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 thesis	3
17	**<u>Final Report/ Presentation</u>**	**3**
18	**Introspection and Reflection of the Course or Final Exam**	**3**
	Total	54

14. Economy Investment and Taiwan Culture Introduction

Department: Finance
Week of Day: Wednesday
Course Time: 15:10 -18:00 (Taiwan time)
Grades: Undergraduate
Credits: 3
Instructor: Dr. Tzang, Shyh-Weir
Teaching Mode: English-taught, synchronous

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.

Syllabus

Week	Contents	Teaching Hours
1	Introduction to the course	3
2	Reserved	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	**Midterm Report**	3
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	**Final Report**	3
Total		54

15. Investment and Asset Pricing

Department: Finance
Week of Day: Wednesday
Course Time: 12:10 - 15:00 (Taiwan time)
Grades: Undergraduate
Credits: 3
Instructor: Dr. Chang Chun-Ping
Teaching Mode: English-taught, synchronous

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 infinance 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.

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	**Mid-term 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

16. Financial Mathematics and Business Valuation

Department: Finance
Week of Day: Wednesday
Course Time: 12:10 - 15:00 (Taiwan time)
Grades: Undergraduate
Credits: 3
Instructor: Dr. Chang Chun-Ping / Dr. Tzang, Shyh-Weir
Teaching Mode: English-taught, synchronous

About the Course

This course offers a brief introduction to quantitative tools used in asset pricing. It mainly deals with mathematics and valuation. Hence, the overall objective is to build up students' basic concepts of stochastic control modelling in a comprehensive manner. Firstly, the course offers a simple and heuristic introduction to mathematical concepts that have practical use in financial markets. Random walks, discrete and continuous-time Markov processes, martingale theory and financial theories are among the major subjects treated in this section. The second part of the course deals with the basic material that can be found in the standard texts in business valuation. The CAPM, ICAPM, CCAPM will be used as primary texts or complementary texts based on the analysis of individual consumption and optimal portfolio choice. In addition, the option model and game theory to real investment and asset price will be practiced in class.

The Course Features

This course focuses on financial economics analysis and its general applicability. The selection of the topics has been largely made on the basis of their relevance within an actuarial or financial context. The course consists of three main components. The first component deals with the basic materials of calculus skill. It includes a brief introduction to such issues as control variables, information variables, functional analysis, probability theory and Markov process. The second component addresses advanced topics in portfolio analysis and asset pricing models, such as Markovitz models, Black-Scholes models, Bayesian analysis, Arrow-Debreu security state price and risk neural model. This component represents current efficient portfolio and asset pricing skills in business valuation analysis. The third and final component of the course talks about real option and game theory, multivariate portfolio and asset pricing, including recursive preference with habit, entry and exit models, sequential investment game.

Syllabus

Week	Contents	Working Hours
1	Introduction to the course	3
2	Basic Calculus and Specific Function	3
3	Integral and Specific Function	3
4	Probability Theory	3
5	Stochastic Process: Random Walks, Discrete and Continuous-time Markov Processes	3
6	Understanding Risk and Return Investment	3
7	Optimal Portfolio	3
8	Asset Pricing Model: CAPM, ICAPM, and CCAPM	3
9	**Mid-term Report**	**3**
10	Strategy Analysis, Accounting Analysis, Financial Analysis, Prospective Analysis and Implementation	3
11	Financial Option and Business Valuation	3
12	Real Investment and Real Option	3
13	Sequential Investment	3
14	Firm Exit and Entry Strategy	3
15	Taiwan's Night Market Economic Culture	3
16	Presentation I	3
17	Presentation II	3
18	**Final Report**	**3**
Total		54

17. Trademark Law

Department: Financial and Economic Law
Week of day: Monday
Course Time: 13:10 – 15:00 (Taiwan time)
Grades: Undergraduate
Credits: 2
Instructor: Dr. WETZEL MATTHIAS
Teaching Mode: English-taught, synchronous

About the Course

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

The Course Features

The topics cover the function of trademarks and trademark systems, the various types and forms of trademarks available, the steps necessary to acquire trademark protection both within the national and the international system, the differences between registration-only trademark systems and those systems which allow for extended protection. It explains the specific legal hurdles and requirements a trademark applicant needs to overcome in order to obtain registration and protection for his trademark. It demonstrates what happens when identical or similar trademarks collide with each other. It provides answers to the questions what remedies a trademark owner are entitled to in case of infringement and how those remedies can be enforced in court.

Syllabus

week	Contents	Teaching Hours
1	Introduction Purpose and Functions of Trademarks	3
2	Trademarks – Types and Forms of Protection Trademark Application; Trademark Registration Procedure	3
3	Trademark Registration – Absolute Grounds for Refusal (1) Generic and Descriptive Trademarks	3
4	Trademark Registration – Absolute Grounds for Refusal (2) Lack of Distinctiveness (e.g. colors, forms and shapes); Exclusion from Registrability re: 3D Marks	3
5	Review (Presence Class) Case Discussion	3
6	Trademark Registration – Relative Grounds for Refusal (1)	3
7	Trademark Registration – Relative Grounds for Refusal (2)	3
8	Review (Presence Class); Case Discussion	3
9	**Mid-term Exam**	3
10	Trademark Infringement – Remedies and Enforcement (1)	3
11	Trademark Infringement – Remedies and Enforcement (2)	3
12	Trademark Infringement – Defenses descriptive use; doctrine of exhaustion; non-use/lapse of grace period	3
13	Review (Presence Class) Case Discussion	3
14	Well-Known Trademarks	3
15	International Trademark Law Paris Convention, NICE-Agreement, TRIPS-Agreement; Madrid System for International Registration ofTrademarks	3
16	Reserved	3
17	Review (Presence Class) Case Discussion	3
18	**Final Exam**	3
	Total	54

College of
Humanities and Social Sciences

18. Multiculturalism and Global Perspective

Department: Foreign Languages & Literature (a general education course)
Week of Day: Tuesday
Course Time: 13:10 - 15:00 (Taiwan time)
Grades: Undergraduate
Credits: 2
Instructor: Dr. Yinghuei Chen (ychen52@asia.edu.tw)
Teaching Mode: English-taught, synchronous

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 twocore 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 takepart in the class so that they could interact culturally and intellectually with local students to enhance mutual understanding in a multicultural setting.

Syllabus

Week	Contents	Teaching Hours
1	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

Week	Contents	Teaching Hours
4	What Is Culture? (con.) What Is Multiculturalism? (con.) Watch Steve Jobs TED: "Stay Hungry, Stay Foolish"	2
5	Asia University (AU) "318" Internationalization Project, Introduction of Japan	2
6	Introducing *The World Is Flat* (by Thomas Friedman) Introduction of the Philippines	2
7	*The World Is Flat* (Chs. 1 & 2)	2
8	Review of Weeks 1-7	2
9	**Mid-term Exam**	**2**
10	Introducing *The Age of Globalization* (Sachs Jeffery) Discussion of Student's Individual or Group Work,Introduction of India	2
11	Covid-19 in the context of Globalization Introduction of Vietnam	2
12	Introducing "One Belt One Road" Introduction of Mongolia	2
13	Introducing "New Southbound Policy", Introduction of Europe	2
14	The Building of Empire Introduction of Europe (cont.)	2
15	English and Globalization, Introduction of Africa	2
16	Sunny-side up, Starbucks and College Student's Global Mobility, Introduction of America	2
17	Introspection and Reflection of the Course,	2
18	**Group Final Presentation** **Final Exam**	**2**
Total		36

19. Topics in English and Globalization

Department: Foreign Languages & Literature
Week of day: Tuesday
Course Time: 09:10 - 12:00 (Taiwan time)
Grades: Seniors & MA students
Credits: 3
Instructor: Dr. Kun-Liang Chuang (klchuang@asia.edu.tw)
Teaching Mode: English-taught, synchronous

About the Course

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

The Course Features

This course will provide students new perspectives to examine English as a lingua franca in global communication. The myth of standardization will be challenged and the concentric paradigm of English spreading model will be discussed as a theory and as a practice. To conclude the course, some possible developments of global English will also be presented.

Syllabus

Week	Contents	Teaching Hours
1	Introduction: Globalization and English as a Lingua Franca	3
2	A. Major topics in global Englishes Global Englishes (Jennifer Jenkins) pp.1-26	3
3	Global Englishes, pp. 27-56	3
4	B. Development: implications and issues Global Englishes, pp.58-84	3
5	Global Englishes, pp.85-111	3
6	C. Exploration: current debates in global Englishes Global Englishes, pp.112-145	3
7	Global Englishes, pp.146-180	3
8	D. Extension: readings in global Englishes Global Englishes, pp.181-205, pp.206-247	3
9	**Mid-term exam**	3
10	"Emerging Englishes: Hong Kong and China." Kirkpatrick,137-152 "Formularity and Variation in ELF" (Mackenzie 88-114)	3
11	Three perspectives on ELF (Mauranen 15-65)	3
12	Intelligibility and Interlocuters, Kachru 59-70 The Dynamics of ELF usage, Seidlhofer 94-123	3
13	Project proposal: ELF in Taiwan (or your country) contexts	3
14	David Crystal: English as a global language, 123-191 Ian Mackenzie, Elf in the classroom, 164-175	3
15	Kachru, Contextualizing world Englishes literature, 165-176 Anna Mauranen: Exploring ELF, 234-254	3
16	Oral presentation in class	3
17	Oral presentation in class	3
18	**Term papers due**	**3**
Total		54

20. English Composition V

Department: Foreign Languages & Literature
Week of Day: Thursday
Course Time: 13:10 -15:00 (Taiwan time)
Credits: 2
Grades: Juniors & Seniors
Instructor: Dr. Yuen-Jean Jeanie Mao
Teaching Mode: English-taught, synchronous

Textbook: *Great Writing 4: Great Essays*. 5th ed. Cengage Learning, 2020.

About the Course

As a mandatory course for third-year DFLL students (juniors), this course unfolds witha concise review of elements in standard essay and the purpose of hooks in English composition. Students will review various types of essay, such as narrative, descriptive, expository, process, definition, classification then write reaction, compare-contrast, argument and problem-solution essays while exchanging ideas and collaborating with classmates through Tronclass and Microsoft Teams© platforms. 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 strategiesfor timed writing like the writing assessment in TOEFL iBT© Test.

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

Syllabus

Week	Contents	Teaching Hours
1	Course Introduction; Brainstorming on 1st Essay	2
2	Review the Components of Paragraph and Essay; Exercises from Unit 1	2
3	Review Types of Essay ; Exercises from Unit 1; Discussion on 1st Essay	2
4	1st Essay due Thesis Statement; Unit 1; Feedback on 1st Essay	2
5	Unit 2; Grammar Review ; Feedback on 1st Essay; Brainstorming on 2nd Essay	2
6	No Synchronous Meeting this week => **Watch video and complete on-line exercises** ; (Essay 2 - 1st draft due)	
7	(Essay 2 - 2nd draft due); Essay Study; Discussion on 2nd/ Mid-term Essay	2
8	Essay Study; Discussion on 2nd Midterm Essay	2
9	2nd / Midterm Essay due (Monday in Week 9); Résumé Study; Feedback on 2nd / Midterm essay	2
10	Criteria in Résumé; Read "A CV of Failures";	2
11	Cover Letter Study; Discussion on Cover Letter; Guidelines for Cover Letter + Résumé	2
12	No Synchronous Class this week □ Read an article on "dream jobs" ;**Watch video and complete on-line exercises;** Guidelines for Bonus Assignment: Video Résumé	
13	Unit 6; Discussion on Résumé	2
14	Résumés and Cover Letter due; Unit 6; Brainstorming on 4th essay	2
15	Essay Study; Discussion on essay topic; Bonus Assignment due	2
16	Grammar/Vocabulary Review; Discussion on essay outline; (4th/Final Essay 1st draft due)	2
17	Essay Study; Discussion on essay; (4th/Final Essay 2nd draft due)	2
18	4th/Final Essay due; Feedback	2

21. English Interpretation for Tour Guide

Department: Foreign Languages and Literature
Week of Day: Wednesday
Course Time: 10:10 -12:00 (Taiwan time)
Grades: Undergraduate
Credits: 2
Instructor: Dr. Jun (Scott) Chen Hsieh
Teaching Mode: English-taught, synchronous

About the Course:

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

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

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

Required textbook:

Cosmos Publication 2019 Specialized English for Tourism (3rd Ed.) ISBN 978-986-318-365-5

Grading:

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

Syllabus

Week	Contents	Notes	Teaching Hours
1	Orientation		2
2	Motivation for Travel		2
3	Before the trip (plan, document, reservations)		2
4	At the airport, being on board, & arrival		2
5	Quality in Tourism		2

Week	Contents	Notes	Teaching Hours
6	Accommodation & transportation		2
7	Restaurant & shopping	GC script due	2
8	Entertainment		2
9	Culture and Heritage	GCP 1	2
10	Travel brochure sharing	GCP 2	2
11	Environmental Pollution and Tourism Activities		2
12	Problem solving	SSI 1	2
13	**Invited talk** (Travel Agent Business)		2
14	Tourism and community development	SSI 2	2
15	Environment & Ecology	SSI 3	2
16	Sustainable Tourism		2
17	International Travel Fair (Group travel itinerary package)		2
18	**Final Exam**		**2**
	Total		36

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

Oral presentation:

1. Group conversation (5-minute role-playing):
   Students are supposed to work with their group members to have a 5-minute conversation about something related to travel contexts and present their conversation in class. Students areasked to write their own script themselves and upload onto Moodle before 11/11.

2. Individual oral presentation on Scenic spot introduction (5-minute tour guide):
   Students are expected to choose one scenic spot and act as a tour guide for around 5 minutes, guiding the tour members the features of the spot via Google street view.

3. International Travel Fair (Group travel itinerary package) (20 minutes):
   Students are supposed to work in a team to deliver an English oral presentation on their travel itinerary package in an international travel fair with a PPT file (poster, booklet optional). They are supposed to plan their own 5-day trip itinerary package, including what documents or visas they have to prepare, researching the airlines and flights, making reservations for tickets and hotels, introducing how to get to their destination, and some tourist attractions they are going to visit, and so on. The PPT file has to be uploaded onto Moodle before their presentation. Theyhave to try their best to detail their travel itinerary as possible as they can.

22. Selected Readings in New English Literatures

Department: Foreign Languages & Literature
Week of day: Thursday
Course Time: 15:10-17:00 (Taiwan time)
Grades: Juniors & Seniors
Credits: 2
Instructor: Dr. Yinghuei Chen (ychen52@asia.edu.tw)
Teaching Mode: English-taught, synchronous
Textbook: *A Pale View of Hills* (by Kazuo Ishiguro), *Things Fall Apart* (byChinua Achebe), *Waiting* (by Ha Jin)

About the Course

This course aims to cultivate students' awareness of and sensibility to theso-called New English Literatures (NEL), a term which, for all its complexity and ramification, often refers to the Anglophone literatures of Asia, Africa, the Caribbean,Oceania (Australia & New Zealand) and Canada. Sometimes NEL is regarded as and even identical with colonial and postcolonial writing which emerged in former Britishcolonies. But, the term, as it is used now, refers to a broader "literature written in English" by non-British and non-American writers in the wake of and as a consequence of the globalization of the English language. In the course, we will foreground transnational and transcultural exchange processes and developments.

Accordingly, issues of cultural plurality and hybridity, as well as literary negotiations of colonization and decolonization, migration, diaspora, and social inequality will be explored. Literature, with its specific aesthetic forms, is understood in this sense as part of the larger cultural and social constellations, and connections to other forms ofcultural productions. Works to be studied for the semester include: *A Pale View of Hills* (by Kazuo Ishiguro), *Things Fall Apart* (by Chinua Achebe), and *Waiting* (by Ha Jin).

The Course Features

This course helps engage students' literary imagination by reading texts written by authors who have strived to look for a self-constituted identity and independence.This course, therefore, starts with the development of students' textual power via textual analysis and ends with the empowerment of students' transcultural awareness.

Syllabus

Week	Contents	Teaching Hours
1	Introduction to the course; Definition of "New EnglishLiteratures"; Works for the semester discussed	2
2	Start reading *A Pale View of Hills* (PVH), both the beginning and the ending; Introduction of Kazuo Ishiguro	2
3	Chapters 1-3 of *PVH*	2
4	Chapters 4-6 of *PVH*	2
5	Chapters 7-9 of *PVH*	2
6	Chapters 10-11 of *PVH*; Finish *PVH*; **2-3 pages of reading notes due**	2
7	Start reading *Waiting,* both the beginning and the ending; Introduction of Ha Jin	2
8	Prologue, Part I of *Waiting*	2
9	**Mid-term Exam** in person for AU English majors and online for overseas exchange students	2
10	Part II of *Waiting*	2
11	Part III of *Waiting*, Finish *Waiting*, **2-3 pages of reading notes due**	2
12	Start Reading *Things Fall Apart* (*TFA*): both the beginning andthe ending; Introduction of Chinua Achebe	2
13	Chs. 1-13 of *TFA*	2
14	Chs. 14-19 of *TFA*	2
15	Chs. 20-25 of *TFA*	2
16	Finish *TFA*; **2-3 pages of reading notes due**	2
17	Review of the Course	2
18	**Final Exam, in person for AU English majors and online for overseas exchange students**	**2**
Total		36

23. Approaches to Literature (II)

Department: Foreign Languages & Literature
Week of day: Tuesday
Course Time: 10:10 - 12:00 (Taiwan time)
Grades: Undergraduate
Credits: 2
Instructor: Dr. Yinghuei Chen (ychen52@asia.edu.tw)
Teaching Mode: English-taught, synchronous

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 intrinsicelements such as rhyme, the voice, the story, the plot, the character, the narrative point of view, and the ending, as well as their extrinsic elements such as the setting, the theme, symbolism and the writer's world view. The overall purpose of the course is to help students cultivate their skills of reading, interpretation, and criticism, that is, to enable them to read and produce text within text, upon text and against text respectively. Upon completion of the course students will be able to read a text both as social criticism and psychological mapping. Their interest in literature and the development of their critical thinking will in this way be enhanced.

The Course Features

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

Syllabus

Week	Contents	Teaching Hours
1	Class begins. "The Lake Isle of Innisfree" (by W.B. Yeats) & "I Wandered Lonely as a Cloud"(by William Wordsworth)	2
2	"The Soul Selects Her Own Society" (by Emily Dickinson); "The Road Not Taken" (by Robert Frost)	2
3	"Let Me Not to the Marriage of True Minds" (by William Shakespeare); "Ozymandias" (by P. B. Shelley)	2
4	"Harlem" (by Langston Hughes); "The Chimney Sweeper" (by William Blake)	2
5	"The Jewelry" (by Guy de Maupassant)	2
6	"Araby"(by James Joyce)	2
7	"The Story of an Hour" (by Kate Chopin)	2
8	"The Story of an Hour" (con.)	2
9	**Mid-term Exam**	**2**
10	"Saboteur" (by Ha Jin)	2
11	"Saboteur" (con.)	2
12	Antigone	2
13	Antigone (con.)	2
14	Excerpts from "Julius Caesar" (by William Shakespeare)	2
15	"Trifles" (by Susan Glaspell)	2
16	"Trifles" (con.)	2
17	Retrospection of the class; 3-4 pages of Reading Notes Due	2
18	**Last Class; Final Exam**	**2**
Total		36

24. Family-Centered Children's Welfare Service in Taiwan

Department: Social Work
Week of Day: Tuesday
Course Time: 13:10 -15:00 (Taiwan time)
Grades: Undergraduate
Credits: 2
Instructor: Dr. HSIAO Chih-Bang (Assi. Professor) /HUANG Andy (Doctor-Student)
Teaching Mode: English-taught, synchronous

About the Course

The course starts with the introduction of some big concepts and local practice, such as Policy and Development of Child Welfare in Taiwan, the Protection of Children's Rights, and the Current Status of Implementation regarding the Convention on Children's Rights. It will then proceed to the discussion of the application of these Ideas and concepts in different social practices. Overseas exchange students will also be invited to talk about the situation of Children's welfare in their own countries. Two pretentions will replace the Midterm and the Final Exam.

The Course Features

The course aims to introduce the situation of children's welfare in Taiwan, and overseas exchange students will be required to report the situation in their own countries as feedback and sharing. Their performances in this aspect will be graded as part of their score for both the mid-term and the final exams.

Syllabus

Week	Contents	Teaching Hours
1	Introduction – Family-centered Children's Welfare Service in Taiwan	2
2	Policy and Development of Child Welfare in Taiwan	2
3	The Protection of Children's Rights in Taiwan and the Current Status of Implementationof the Convention on the Rights of the Child in Taiwan	2
4	Visit to Taiwan Youth Rights and Welfare League (Supervisor HSU, Yu, Director of Liang-Hsien-Tang Social Welfare Foundation)	2
5	Current Status of Child Support Welfare Services in Taiwan	2

Week	Contents	Teaching Hours
6	Visit to Taichung City Dali Child and Youth Welfare Center Current Status of Children's Supplemental Welfare Services in Taiwan Homework: Paper work at home *report about one of Children's Supplemental WelfareServices (in your country.)/ films	2
7	Visit to Changhua County Children's Parent-Child Center (introduced by the community service center- AU)	2
8	Review of Weeks 1-7	2
9	**Midterm Exam** **Homework sharing /Presentation of your Homework (with PPT with PPT/ Pictures in teams): Paper work at home * report about one of Children's Supplemental WelfareServices (in your country.)**	**2**
10	Current Status of Alternative Welfare Services for Children and Adolescents in Taiwan	2
11	Visits to Children and Youth Placement Agencies	2
12	Current Status of Child Protective Family Treatment Services in Taiwan	2
13	"New Southbound Policy" (cont.), Introduction of Europe	2
14	Child welfare administrative system in Taiwan	2
15	Visit to Taichung City Social Bureau, Children and Youth Welfare Division (Chief Mr. Wang)	2
16	Sunny-side up, Starbucks and College Student's Global Mobility, Introduction of America	2
17	Child poverty and social assistance in Taiwan Homework (with PPT/ Pictures in teams): report about Child poverty and social assistance in your country	2
18	**Homework presentation as final** **Exam1th-3th best (3)** **Excellent homework (10)** **(small gifts will sent by post) Introspection and Reflection of the Course, Final Exam**	**2**
Total		36

25. Social Work with Elder People in Taiwan

Department: Social Work
Week of Day: Friday
Course Time: 13:10 -16:00 (Taiwan time)
Grades: Juniors & Seniors
Credits: 3
Instructor: Dr. Hsiu-Ching Chen
Teaching Mode: English-taught, synchronous

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

Syllabus

Week	Contents	Teaching Hours
1	Orientation of course & syllabus Introduction to social work (SW) for elderly service in Taiwan (TW)	3
2	The legal, policy and political context of SW with older people	3
3	Code of SW Ethics in TW Values and ethics in SW with older people (I)	3
4	Values and ethics in SW with older people (II)	3
5	The changing context of SW practice with older people	3
6	The context of elder service and practical models in Taiwan (I)	3
7	The context of elder service and practical models in Taiwan (II)	3
8	Cultural Competency of SW practice in elderly service	3
9	**Mid-term**	**3**
10	Specific areas of SW practice with elder people in TW (I) Building professional relationships engagement /forming partnerships anddeveloping elderly service Skills (I)	3
11	Specific areas of SW practice with elder people in TW (II) Building professional relationships engagement /forming partnerships anddeveloping elderly service Skills (II)	3
12	Specific areas of SW practice with elder people in TW (III) Building professional relationships engagement /forming partnerships anddeveloping elderly service Skills (III)	3
13	Specific areas of SW practice with elder people in TW (IV) Building professional relationships engagement /forming partnerships anddeveloping elderly service Skills (IV)	3
14	Using the assistive technology for people with disable person in agencies	3
15	Using the assistive technology for people with dementia in agencies	3
16	SW roles & multi-level Interventions in elderly service	3
17	Finals week	3
18	**Finals week**	**3**
Total		54

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:

<u>Content</u>

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 measuredand discussed using the handouts or text book and written as the self-evaluation/process component ofthe paper (including code of ethics, specific service skills or practice model).

Course Assignment -Multiple measures

Class attendance 10%

Class involvement 10%

Oral report 10%

Discussion sheets and online discussion board 10%

Mid-term report 30%

Final report 30%

College of

Creative Design

26. Character Animation (II)

Department: Digital Media Design
Week of Day: Thursday
Course Time: 09:10 –12:00 (Taiwan time)
Grades: Undergraduate
Credits: 3
Instructor: Dr. Cheng-tsung Li
Teaching Mode: English-taught, synchronous

About the Course

1. "Character Animation I" is a prerequisite for "Character Animation II" Student must familiarwith 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 language 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. 3D animation application software and related function drills for character animation.
3. How the character uses facial expressions and body language to express emotions and movements.

Syllabus

Week	Contents	Teaching Hours
1	Introduction of the course, application software and reference book	3
2	Overview of 3D character facial performance (1)	3
3	Introduction and practice of the eyebrows, eyes and mouth of the character's facial performance (1)	3
4	Introduction and practice of the eyebrows, eyes and mouth of the character's facial performance (2)	3

Week	Contents	Teaching Hours
5	Introduction to the seven elements of character facial performance	3
6	The seven elements of character facial performance exercises (1)	3
7	The seven elements of character facial performance exercises(2)	3
8	The concept of linkage between character's body movement and facial performance	3
9	**Mid-term Exam**	**3**
10	Breakdown and practice of classic examples of action and expression performance (1)	3
11	Breakdown and practice of classic examples of action and expression performance (2)	3
12	Breakdown and practice of classic examples of action and expression performance (3)	3
13	Breakdown and practice of Live reference video (1)	3
14	Breakdown and practice of Live reference video (2)	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	**Introspection and Reflection of the Course, Final Proposal**	**3**
Total		54

27. Research Methods

Department: Creative Product Design
Week of Day: Tuesday
Course Time: 15:10 - 17:00 (Taiwan time)
Grades: Juniors, Seniors & MA students
Credits: 2
Instructor: Dr. Chi-Wen Lung
Teaching Mode: English-taught, synchronous

About the Course

The purpose of the course is to help students learn how to use a scientific procedure andmethod 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

This course starts with a small project introducing students to comprehend and understand the basic knowledge of research methods. The material will be taught from the software operation to the data analysis to finish a study project and publish it.

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	**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

Week	Contents	Teaching Hours
15	Explanation of Presentation (II)	2
16	Presentation (I)	2
17	Presentation (II)	2
18	**Final Exam**	**2**
	Total	36

28. Product Semantics

Department: Creative Product Design
Week of Day: Tuesday
Course Time: 13:10 -15:00 (Taiwan time)
Grades: Undergraduate
Credits: 2
Instructor: Dr. Chi-Wen Lung
Teaching Mode: English-taught, synchronous

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 willlook 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.

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

Week	Contents	Teaching Hours
9	**Mid-term Exam**	**2**
10	Product semantic design method	2
11	Price language and quality language	2
12	Case study of product semantic (I)	2
13	Case study of product semantic (II)	2
14	Case study of product semantic (III)	2
15	Case study of product semantic (IV)	2
16	Case study of product semantic (V)	2
17	Case study of product semantic (VI)	2
18	**Final Exam**	**2**
Total		36

29. Architectural Design

Department: Interior Design
Week of day: Tuesday & Friday
Course Time: Tues. 09:10 - 12:00 & Fri. 13:10 - 16:00 (Taiwan time)
Grades: Juniors from Architecture Department
Credits: 6
Instructor: Dr. Lin-Chia Hui
Teaching Mode: English-taught, synchronous
Number limit: 10 (pre-registration interview is required)

About the Course

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

The Course Features

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

Syllabus

Week	Contents	Teaching Hours
1	Introduction of the Course; Self-introduction; Project description; Introducing the base environment Design concept	6
2	Student project observe and reviews of Asia University	6
3	Case Study; Individual discussion; Project review	6
4	Case Study; Individual discussion; Project review	6
5	Individual discussion; Project review	6

Week	Contents	Teaching Hours
6	Individual discussion; Project review	6
7	Individual discussion; Project review	6
8	Course contents review for previous study	6
9	**Mid Critique**	**6**
10	Design discussions and suggestions; Individualdiscussion; Project review	6
11	Design discussions and suggestions; Individualdiscussion; Project review	6
12	Design discussions and suggestions; Individualdiscussion; Project review	6
13	Plan of the design project; Individual discussion; Project review	6
14	Plan of the design project; Individual discussion; Project review	6
15	Plan of the design project; Individual discussion; Project review	6
16	Plan of the design project; Individual discussion; Project review	6
17	Final Critique	6
18	**Final Report due Course Introspection and Review**	**6**
Total		108

Application Procedure

Deadline: **Aug. 16th, 2021**

1. Partner universities help deliver the lists below to Ms. Tia Szu-tu at 109300164@asia.edu.tw before August 16, 2021.

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	**Tia Szu-tu**
2	Gender (Male/ Female)	**F**
3	Birth Date (YYYY/MM/DD)	**2000/01/01**
4	Nationality	**TAIWAN**
5	Home Department	**Foreign Languages and Literature**
6	Grade	**3**
7	Telephone No. (+country code)	**+886423323456**
8	Email	**109300164@asia.edu.tw**
9	**Number of Course Selected**	**#9. #19. #29**