Virtual Exchange Program

Fall Semester, 2022

ASIA UNIVERSITY

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Notes for the Virtual Exchange Program at Asia University

1. ALL courses listed in the brochure are **taught in English (except Mandarin Chinese course)** and designed for the virtual exchange program.
2. All courses are taught **online synchronously** (unless specified) to better engage the students.
3. Students interested in the virtual exchange **need to register at their home university** and at Asia University (AU) and are allowed to **take between 1 and 3 courses** listed in the brochure for exchange purpose. Exception will be granted with a special request from the partner.
4. Students to AU for the virtual exchange can **add or drop courses within one week after the semester begins**, and no fees will be charged.
5. The **Fall semester 2022** at AU **starts on September 12, 2022** and **ends on January 14, 2023.**
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, 2022**) so that we can help register the exchange students in AU system, enabling them to take courses online.
7. At AU, **an undergraduate course** is required to have 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$20 (twenty 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.

College of Medical and Health Sciences

1. Positive Psychology

Department: Psychology
Day of the Week: Thursday
Course Time: 13:10-16:00 (Taiwan time)
Target students: Undergraduate
Credits: 3
Teaching Mode: EMI, both synchronous and asynchronous, Tronclass, Microsoft Teams
Course fee: US$ 250 (Partner university students can waive this charge.)
Instructor: Dr. Kristine Lin
E-Mail: klin@asia.edu.tw

About the Course

This course is an exploration of positive psychology. Students will learn about and examine how psychologists conceptualize psychological well-being. We will investigate practices in achieving the meaning of life and examine the related mechanisms. This class will also review the development and major perspectives of positive psychology. Students are expected to read the assigned readings and apply the class discussions and readings to their own life. Students will also be divided into groups to conduct group presentations on a topic related to positive psychology at the end of the semester.

The Course Features

This course aims to introduce international students to the field of positive psychology in a way that can motivate students to apply positive psychology to their daily life. The assignments will be application oriented so that by the end of the course, students will acquire the skills to live a healthy life psychologically and to share this knowledge with others as well. Because the students in this class come from many different countries, class discussions will additionally cultivate the students' global perspectives and cross-cultural understanding.

Weekly Syllabus

Week	Contents	Note
1	Course Orientation TEDx Talk: The Happiness Advantage: Linking Positive Brains to Performance (Shawn Achor)	
2	Background of Positive Psychology, What is Positive Psychology? Assignment: Oxford Happiness Questionnaire and Mindful Attention Awareness Scale reporting and reflection TEDx Talk: You Don't Find Happiness, You Create It (Katarina Blom)	
3	Why Positive Psychology? Reading: Oxytocin: Go Out and Touch Someone TEDx Talk: The new era of positive psychology (Martin Seligman)	
4	Can We Change? Reading: Finding Strength: How to Overcome Anything TEDx Talk: How to motivate yourself to change your behavior (Tali Sharot)	
5	Goal Setting and Mindfulness Assignment: The Outlook of My Happiness TEDx Talk: How mindfulness changes the emotional life of our brains (Richard J. Davidson)	
6	Mindfulness and Mental Health TEDx Talk: The Power of Mindfulness: What You Practice Grows Stronger (Shauna Shapiro)	
7	Physical exercise and mental health Reading: Exercise - A Neglected Intervention in Mental Health Care TEDx Talk: The brain-changing benefits of exercise (Wendy Suzuki)	
8	Positive Emotions Assignment: Quick Emotional Intelligence Self-Assessment TEDx Talk: The gift and emotional power of emotional courage (Susan David)	
9	**Mid-term project – My Meditation and Physical Exercise Plan**	
10	Self-Esteem Reading: 12 Powerful Ways to Overcome Anxiety TEDx Talk: Meet Yourself: A User's Guide to Building Self-Esteem (Niko Everett) TEDx Talk: The Space Between Self-Esteem and Self-Compassion (Kristin Neff)	
11	Self-Actualization Reading: World Happiness Report	

	TEDx Talk: A Guide to Believing in Yourself (But for Real This Time) (Catherine Reitman) How to Measure Happiness Around the World (National Geographic)	
12	Gratitude Assignment: Gratitude letter and reflection TEDx Talk: Want to be happy? Be grateful (David Steindl-Rast) TEDx Talk: Kiss your brain: The science of gratitude (Christina Costa)	
13	Measuring happiness TEDx Talk: Measuring Happiness: Should You, Could You, How Would You? (Brandy Scott) TEDx Talk: The Surprising Science of Happiness (Dan Gilbert)	
14	Money and Happiness Reading: How Winning the Lottery Affects Happiness, According to Psychology Research TEDx Talk: Money can buy happiness (Michael Norton)	
15	Quality of Life in the Work Place Assignment: Report and reflection on meditation and physical exercise plan TEDx Talk: How to make work-life balance work (Nigel Marsh) TEDx Talk: The Good Life (Robert Waldinger)	
16	Assignment: Oxford Happiness Questionnaire and Mindful Attention Awareness Scale post-test reporting and reflection **Group Final Report and Presentations**	
17	**Group Final Report and Presentations**	
18	Course Wrap-Up and Reflection	

2. Advanced Global Health Issues

Department: Healthcare Administration
Day of the Week: Wednesday
Course Time: 09:10-12:00 (Taiwan time)
Target students: Graduate students
Credits: 3
Teaching Mode: EMI, synchronous, Tronclass, Microsoft Teams
Course fee: US$ 250 (Partner university students can waive this charge.)
Instructor: Dr. Yulyu Yeh
E-Mail: yyyeh@asia.edu.tw

***Maximum number of students allowed per class: 15 students**

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. In addition, 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 of the 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 be working 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.

Weekly Syllabus

Week	Contents	Teaching Hours
1	Introduction of the Course, Watch: World Health Organization (2013). WHO film on social determinants of health.	3
2	Principles of Global Health	3
3	Health Systems	3
4	Intercultural Approaches to Health	3
5	Disease Surveillance in Global Context	3
6	Vaccination	3
7	Water, Sanitation and Hygiene	3
8	Nutrition & Global Health Obesity and malnutrition	3
9	**Mid-term Presentation**	**3**
10	Climate Change Related Disease	3
11	Non-Communicable disease31	3
12	Infectious Diseases and Global Health	3
13	Infectious Diseases and Global Health	3
14	Global Mental Health and Well Being	3
15	Maternal and Child Health	3
16	COVID-19	3
17	**Student Presentation**	**3**
18	**Student Presentation** **Final papers due**	**3**
Total		54

3. *Ethics in Scientific Research

Department: Medical Laboratory Science and Biotechnology
Day of the Week: Tuesday
Course Time: 11:10-12:00 (Taiwan time)
Target students: Senior and Graduate students
Credits: 1
Teaching Mode: EMI, both synchronous and asynchronous, Tronclass, Microsoft Teams
Course fee: US$ 100
Instructor: Dr. Yang-Chia Shih
E-Mail: angelashih@asia.edu.tw

***This course is fee-paying, and students registered for this course each needs to pay US$100 for tuition.**

About the Course

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

The Course Features

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

Weekly Syllabus

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

College of Information and Electrical Engineering

4. *Classical Machine Learning and Quantum Machine Learning

Department: Bioinformatics and Medical Engineering
Day of the Week: Thursday
Course Time: 13:10-16:00 (Taiwan time)
Target students: Junior, Senior and Graduate students
Credits: 3
Teaching Mode: EMI, synchronous, Tronclass, Microsoft Teams
Class limit: up to 30 students
Course fee: US$ 250
Instructor: Prof. Ka-Lok Ng
E-Mail: ppiddi@gmail.com

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

About the Course

The course is designed to help students learn the basic principles and algorithms in Classical machine learning (CML) and Quantum machine learning (QML). This course targets students with the background in engineering, information science or biology. This course will provide an introduction to machine learning and quantum mechanics to help students obtain enough background knowledge. 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. Quantum computing is an interdisciplinary subject consisting of physics, mathematics, computer science and engineering. This course will provide students with a solid foundation to further research on quantum computing technology of the modern era.

The Course Features

This course aims to provide students with a basic understanding of classical mechanics, quantum mechanics and quantum computing in machine learning. This course makes use of the recent development in quantum computing to illustrate the concept. Students will be able to apply the knowledge they have acquired to conduct in-depth study of quantum computing at the end of the course.

Weekly Syllabus

Week	Contents	Teaching Hours
1	Introduction – Course descriptions	3
2	The ingredients of Machine Learning (ML)	3
3	Review of statistics and linear algebra	3
4	R programming & binary classification	3
5	Linear models	3
6	Classical support vector machine (SVM) algorithm	3
7	History of classical mechanics and quantum mechanics (QM)	3
8	Quantum computer technology	3
9	**Mid-term exam**	**3**
10	Review of mid-term exam & mathematical preliminary of QM	3
11	Logical gates and quantum gates	3
12	The first example of quantum computing - Deutsch-Jozsa algorithm	3
13	Overview of classical ML and quantum ML	3
14	Use of IBM quantum computing package, Qiskit	3
15	Application of quantum SVM algorithms	3
16	Quantum error corrections (QEC)	3
17	**Final exam or student presentation**	**3**
18	Review of final exam or student presentation	3
Total		54

5. Bioinformatics Programming

Department: Bioinformatics and Medical Engineering
Day of the Week: Monday
Course Time: 13:10-16:00 (Taiwan time)
Target students: Junior, Senior and Graduate students
Credits: 3
Teaching Mode: EMI, synchronous, Tronclass, Microsoft Teams
Class limit: up to 30 students
Course fee: US$ 250 (Partner university students can waive this charge.)
Instructor: Prof. Ka-Lok Ng
E-Mail: ppiddi@gmail.com

About the Course

The course is designed to help students learn the programming techniques in bioinformatics, and prepare themselves for further research.

This course covers the following topics: array and pointer, I/O, data transformation, for loop and while loop, missing value problem, graphics, network analysis, machine learning experiments, etc.

The Course Features

This course aims to provide students with a basic understanding of bioinformatics programming packages. This course makes use of the latest development in molecular biology to illustrate the concept. Students will be able to use the knowledge they have acquired to develop their projects in bioinformatics at the end of the course.

Weekly Syllabus

Week	Contents	Teaching Hours
1	Introduction – course descriptions	3
2	Rstudio installation, GUI, arithmetic operators	3
3	Array and pointer	3
4	R variables, I/O	3
5	Data transformation	3
6	For loop, while loop	3
7	R function	3
8	Missing value problem	3
9	**Mid-term exam**	**3**
10	Review of mid-term exam, probability distribution functions	3
11	Bioconductor packages	3
12	Bioconductor packages	3
13	Graphics	3
14	Network analysis using R	3
15	Machine Learning experiments with R	3
16	Deep Learning experiments with R	3
17	**Final exam**	**3**
18	Review of final exam	3
Total		54

6. Bioinformatics

Department: Bioinformatics and Medical Engineering
Day of the Week: Wednesday
Course Time: 13:10-16:00 (Taiwan time)
Target students: Junior, Senior and Graduate students
Credits: 3
Teaching Mode: EMI, synchronous, Tronclass, Microsoft Teams
Class limit: up to 30 students
Course fee: US$ 250 (Partner university students can waive this charge.)
Instructor: Prof. Ka-Lok Ng
E-Mail: ppiddi@gmail.com

About the Course

The course is designed to help students learn the IT techniques in bioinformatics, to familiarize themselves with bioinformatics internet database resources and to prepare themselves for future research. Bioinformatics is an interdisciplinary subject, which combines biology with informatics into a new discipline. It uses statistics, machine learning, deep learning, etc. to analyze biological macromolecules such as DNA, RNA, and proteins.

This course covers the following topics: biological sequence alignment, dynamics programming, NCBI database, gene annotation, gene prediction, molecular phylogenetics, protein structure, and RNA structure.

The Course Features

This course aims to provide students with a basic understanding of bioinformatics and help them familiarize themselves with the latest development in molecular biology. Students will be able to apply the knowledge they have acquired to develop their own projects in bioinformatics at the end of the course.

Weekly Syllabus

Week	Contents	Teaching Hours
1	Introduction – Course descriptions	3
2	Introduction and Biological sequences databases	3
3	Multiple sequence alignment	3
4	Pairwise sequence alignment, database similarity search	3
5	Genomic databases	3
6	Profiles and HMM	3
7	Protein motifs and domain prediction	3
8	Gene prediction	3
9	**Mid-term exam**	**3**
10	Promoter and regulatory element prediction	3
11	Phylogenetics basics	3
12	Phylogenetic tree construction methods and programs	3
13	Protein structure basis, structure, visualization, comparison and classification	3
14	Protein secondary structure prediction	3
15	Protein tertiary structure prediction	3
16	RNA structure prediction	3
17	**Final exam**	**3**
18	Review of final exam	3
Total		54

7. Artificial Intelligence

Department: Computer Science & Information Engineering
Day of the Week: Thursday
Course Time: 13:10 -16:00 (Taiwan time)
Target students: Master and Ph.D. students
Credits: 3
Teaching Mode: EMI, synchronous, Tronclass, Microsoft Teams
Class limit: up to 25 students
Course fee: US$ 250 (Partner university students can waive this charge.)
Instructor: Dr. Hsing-Chung Chen
E-Mail: cdma2000@asia.edu.tw

About the Course

Artificial Intelligence (AI) is a big field, exploring the full breadth of the modern information technology, which encompasses informed searching, logic, probability and continuous mathematics, perception, reasoning, machine learning, and everything from microelectronic devices to robotic planetary explorers. This course focuses on the introduction of AI concepts and their applications.

The Course Features

This course will provide opportunity for students to learn AI techniques for the pursuit of excellence in AI research, thereby enhancing students' research ability in AI theorems and technologies. In addition, this course will guide students to apply the AI technologies to innovative research in information technology.

Weekly Syllabus

Week	Contents	Note
1	Introduction of the Course, and Introduction the concepts of AI researches.	
2	What are the researches for Artificial Intelligence and Deep Learning? (Part I)	
3	What are the researches for Artificial Intelligence and Deep Learning? (Part II)	
4	What are the researches of Decision Trees and their applications (Part I)	
5	What are the researches of Decision Trees and their applications (Part II)	
6	Neural Networks (Part I)	
7	Neural Networks (Part II)	
8	Review of Weeks 1-7	
9	**Mid-term Exam**	
10	Neural Networks (Part III)	
11	Natural Language Processing and Its Applications	
12	Convolutional Networks (Part I) Discussion of Student's Individual or Group Work	
13	Convolutional Networks (Part II) Discussion of Student's Individual or Group Work	
14	Convolutional Networks (Part III) Discussion of Student's Individual or Group Work	
15	Adversarial Search	
16	Discussion of Student's Individual or Group Work	
17	Group Final Presentation	
18	**Introspection and Reflection of the Course,** **Final Exam**	

8. Database Systems

Department: Computer Science & Information Engineering
Day of the Week: Monday
Course Time: 13:10 -16:00 (Taiwan time)
Target students: Senior and Graduate students
Credits: 3
Teaching Mode: EMI, synchronous, Tronclass, Microsoft Teams
Class limit: up to 25 students
Course fee: US$ 250 (Partner university students can waive this charge.)
Instructor: Prof. Arbee L.P. Chen
E-mail: arbee@asia.edu.tw

About the Course

This is a course designed for graduate or upper-level undergraduate students. It helps students understand the concepts, theories, tools, and applications for building and managing large databases. This course also intends to trigger students' learning incentives by step-by-step introducing important concepts and skills needed for database management system.

The Course Features

From this course students learn to design relational database schemas for different applications. These schemas will be realized through a database management system such as MySQL, and useful queries in SQL needed to be executed in the system. Students need to demonstrate these tasks in a project and present the results in class. Important functions of a relational database management system such as indexing, query optimization, and transaction management will be taught in class. Finally, recent developments of the big data management and NoSQL will be briefly introduced to learn the recent need for managing big data generated from social media, sensor networks, etc.

Weekly Syllabus

Week	Contents	Note
1	Course Introduction	
2	Relational Database and Relational algebra (I)	
3	Relational Database and Relational algebra (II)	
4	SQL (I)	
5	SQL (II)	
6	ER model and Schema design (I)	
7	ER model and Schema design (II)	
8	Review of the Concepts of the Relational Databases	
9	**Midterm Exam**	
10	Indexing (I)	
11	Indexing (II)	
12	Query Optimization	
13	Transaction Management (I)	
14	Transaction Management (II)	
15	Big Data and NoSQL	
16	Students' Project Presentations (I)	
17	Students' Project Presentations (II)	
18	**Final Exam**	

9. Machine Learning

Department: Computer Science & Information Engineering
Day of the Week: Wednesday
Course Time: 13:10-15:00 & 17:10-18:00 (Taiwan time)
Target students: Graduate students
Credits: 3
Teaching Mode: EMI, synchronous, Tronclass, Microsoft Teams
Class limit: up to 25 students
Course fee: US$ 250 (Partner university students can waive this charge.)
Instructor: Dr. Wei-Fu Lu
E-mail: weifu@asia.edu.tw

About the Course

In the field of artificial intelligence research, a very basic and important issue is how programs can be learned to improve their performance. Through intelligent mathematical models, the automatic computer learning has become a very popular field. This course will introduce the basic knowledge of machine learning and common mathematical models. Through the derivation and explanation of mathematical models, students will have the ability to use machine learning methods to solve problems.

The Course Features

This course will be conducted in distance teaching and implemented in Python, so that students can write machine learning programs and apply relevant softwares. Students need to complete the implementation of machine learning projects at the end of the term to solve the practical problems of AI application in machine learning. Students can acquire planning and implementation ability of machine learning to do machine learning related researches.

Weekly Syllabus

Week	Contents	Note
1	Introduction	
2	The Learning Problem and Python Machine Learning	
3	Training Simple Machine Learning Algorithms for Classification	
4	Feasibility of Learning	
5	Theory of Generalization	
6	The VC Dimension	
7	Perceptron Learning Algorithm in Python	
8	Adaptive linear neurons and the convergence of learning	
9	**Midterm Report**	
10	Data Preprocessing	
11	Modeling class probabilities via logistic regression	
12	Machine Learning Problem discussion	
13	Support Vector Machines	
14	Decision tree learning	
15	KNN, Dimensionality Reduction	
16	Model Evaluation	
17	Clustering Analysis	
18	**Final Project Presentation**	

10. Digital Image Processing (for Computer Science Students)

Department: Computer Science & Information Engineering
Day of the Week: Tuesday
Course Time: 13:10 -16:00 (Taiwan time)
Target students: Undergraduate
Credits: 3
Teaching Mode: EMI, synchronous, Tronclass, Microsoft Teams
Class limit: up to 30 students
Course fee: US$ 250 (Partner university students can waive this charge.)
Instructor: 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 the basic concepts and techniques of digital image processing which is the preliminary knowledge to get in to the computer vision applied at artificial Intelligence.

The Course Features

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

Weekly Syllabus

Week	Contents	Teaching Hours
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

11. Marketing Management

Department: Business Administration
Day of the Week: Thursday
Course Time: 13:10-16:00 (Taiwan Time)
Target students: Undergraduate
Credits: 3
Teaching Mode: EMI, synchronous, Tronclass, Microsoft Teams
Course fee: US$ 250 (Partner university students can waive this charge.)
Instructor: Dr. Yeneneh Tamirat
E-mail: yeneneh@asia.edu.tw

About the Course

This course addresses how to design and implement the best combination of marketing efforts to carry out a firm's strategy in its target markets. Specifically, this course seeks to develop the student's (1) understanding of how the firm can benefit by creating and delivering value to its customers, and stakeholders, and (2) skills in applying the analytical concepts and tools of marketing to such decisions as segmentation and targeting, branding, pricing, distribution, and promotion. The course uses lectures and case discussions, case write-ups, student presentations, and a comprehensive final examination to achieve these objectives.

Weekly Syllabus

Week	Contents	Note
1	Introduction	
2	Customer Relationships and Value	
3	Marketing Strategies	
4	Segmenting and Targeting	
5	Data Analytics Simulation I	
6	Data Analytics Simulation II	
7	Project Proposal Presentation	
8	Meeting Competition and Driving Growth	
9	**Midterm Exam**	
10	Brand Positioning	
11	Brand Equity	
12	Project Progress Presentation	
13	Introducing New Market Offerings	

14	Developing Pricing Strategies and Programs	
15	Designing and Managing Integrated Marketing Communications I	
16	Designing and Managing Integrated Marketing Communications II	
17	Revision and Discussion	
18	**Final Exam**	

Course Evaluation

No.		Percentage
1	Assignments (three or four)	10%
2	Test 1) Quiz 2) Midterm Exam 3) Final Exam	 10% 20% 20%
3	Presentations: Data Analytics Simulation	20%
4	Shark Tank	15%
5	Class Participation	5%

Shark Tank

This group project offers you an opportunity to apply knowledge learned to real issues presented in a reality television program – Shark Tank.

Shark Tank is an American reality television series that premiered on August 9, 2009, on ABC and currently on season 10. The show is a franchise of the international format *Dragons' Den*, which originated in Japan in 2001. *Shark Tank* shows aspiring entrepreneurs as they make business presentations to a panel of five "shark" investors, who then choose whether to invest as business partners.

Each group will analyze their favorite episode of *Shark Tank*, and give a 12-minute PowerPoint presentation, followed by a 3-minute question and answer session.

In the analysis, you should:

a) Explain the company's value proposition, target consumer, how they get to know their customers, who their competitors are and, crucially, how they stay ahead of competitors. You may consider illustrating the issues with relevant video clippings or other materials.

b) Modify the value proposition in the context of your own country and identify issues that may hinder your implementation

c) Propose and evaluate several alternative actions designed to tackle the issues, and then make recommendation.

d) Describe how your recommendation can be implemented.

You should identify relevant theoretical concepts and apply them in the analysis.

12. Auditing (I)

Department: Accounting and Information System
Day of the Week: Tuesday
Course Time: 09:10-12:00 (Taiwan Time)
Target students: Senior students
Credits: 3
Teaching Mode: EMI, synchronous, Tronclass, Microsoft Teams
Course fee: US$ 250 (Partner university students can waive this charge.)
Instructor: Huei-Chun Chang
E-mail: hueichun.chang@gmail.com

About the Course

This course explores the provision of auditing and assurance services with a main focus on the audit of general-purpose financial reports issued by publicly listed companies. Students will learn the entire audit process, including gaining an understanding of the client's operations, engaging in risk assessment and planning, designing and executing audit procedures, and reaching an audit opinion and communicating findings to relevant stakeholders.

In addition, students will learn to evaluate the professional, legal and ethical requirements and responsibilities involved in the above-mentioned process to improve the quality and increase the value of the assurance services provided.

The Course Features

- **Concept Building**: Introduce the concept of auditing and assurance services and the importance of professional, legal and ethical requirements and responsibilities involved in the services provided.
- **Value Adding**: Examine and evaluate the role of auditing in enhancing the quality and value of information provided in the financial reports.
- **Evidence Gathering**: Learn the risk assessment activities and effective audit procedures conducted for gathering audit evidence to express an appropriate audit opinion.
- **Skills Training**: Help students to become a skillful member of an audit team and effectively communicate accounting information to various stakeholders.

Weekly Syllabus

Week	Contents	Note
1	Introduction to the course curriculum and requirements	
2	Chapter 1 The Role of the Public Accountant in the American Economy	Written Assignment: 2,3,9,26,27,37,39,40
3	Chapter 1 The Role of the Public Accountant in the American Economy	Written Assignment: 2,3,9,26,27,37,39,40
4	Chapter 2 Professional Standards	Written Assignment: 2,7,19,20,27,39
5	Chapter 3 Professional Ethics	Written Assignment: 3,16,34,44,49
6	Chapter 5 Audit Evidence and Documentation	Written Assignment: 8,11,12,23,45,57,59,60
7	Chapter 5 Audit Evidence and Documentation	Written Assignment: 8,11,12,23,45,57,59,60
8	Review	
9	**Mid-term Exam**	
10	Review mid-term exam paper	
11	Chapter 6 Audit Planning, Understanding the Client, Assessing Risks, and Responding	Written Assignment: 8,17,29,32,36*
12	Chapter 6 Audit Planning, Understanding the Client, Assessing Risks, and Responding	Written Assignment: 8,17,29,32,36*
13	Chapter 6Audit Planning, Understanding the Client, Assessing Risks, and Responding	Written Assignment: 8,17,29,32,36*
14	Chapter 7 Internal Control	Written Assignment: 4,22,30,31,32,33,38
15	Chapter 7 Internal Control	Written Assignment: 4,22,30,31,32,33,38
16	Chapter 7 Internal Control	Written Assignment: 4,22,30,31,32,33,38
17	Review	
18	**Final Exam**	

13. *Behavior Decision Model

Department: Finance
Day of the Week: Monday
Course Time: 12:10 -15:00 (Taiwan time)
Target students: Undergraduate
Credits: 3
Teaching Mode: EMI, both synchronous and asynchronous, Tronclass, Microsoft Teams
Course fee: US$ 250
Instructor: Prof. Arron Wong, Dr. Chang Chun-Ping
E-mail: wong@asia.edu.tw, changjp@asia.edu.tw

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

About the Course

Over the past decades, decision theories have been guided by the available interaction. The major models are in the rational behavior of investors and other agents. Emphasis is placed upon how rational interaction and psychology affect the decision-making on asset price and portfolio managers, and how this results in market anomalies. Behavioral Decision Model attracted the attention of the academia. The behavioral decision model empathizes how real-life investors interpret and act on available information. In this course students will be able to identify and apply the concepts of behavioral investment to their own lives and to contemporary events. In particular, they will be able to enhance their decision-making ability by reducing bias in investment. This course will be of particular interest to students who major in economics and finance. The ultimate goal is to enable students to wisely and effectively make right behavioral decisions.

The Course Features

Empirical tests demonstrate that behavioral decision model may significantly change because of the interaction between agents and dynamic environment. This course can strengthen students' theoretical and practical understanding of behavioral decision models. Various topics include fundamentals of probability and statistics, risk measures, loss and utility function, stochastic integral, portfolio optimization, market efficiency, biased behavioral models, Black-Scholes models, sequential investment game, Bayesian analysis, Arrow-Debreu security state price, Bellman Equation and Deep Learning. It will also provide students with knowledge and skills in applications of the theories of behavioral finance to financial management. Applications and case studies will be emphasized throughout the course.

Weekly Syllabus

Week	Contents	Teaching Hours
1	Introduction to Valuation	3
2	Market Efficiency and Behavioral Decisions	3
3	Real Option Model Analysis	3
4	Decision Model based on Utility Function	3
5	Decision Model Based on Loss Function	3
6	Arrow-Debreu security state price	3
7	Markov Process	3
8	Bellman Equation and Dynamic Programming	3
9	**Midterm Exam**	**3**
10	Linear Decision Model, Logit Decision Model, ReLU Decision Model	3
11	Bayesian Decision Network	3
12	Deep Learning Decision	3
13	Loss Averse, Reference Point and Emotional Behavioral Decision	3
14	Overconfidence, Mental Account and Disposition Effect	3
15	Asset Pricing Model with Quasi Hyper Discounting	3
16	Presentation	3
17	Presentation	3
18	**Final Exam**	**3**
Total		54

Module Components-> Lecture；Tutorials；Others

Module Components	Contact hours per weeks	Remark
Lecture	10	
Tutorials	4	
Practicals/Lab	0	

Assessment Breakdown-> Exam；Assignments；Quiz；Others

Assignment Method	Weightage (in %)	Remark
Exam	15	
Assignments and Quiz	15	
Presentation	50	
Others	20	Participation

Teaching Methods:

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

14. *Investment and Asset Pricing

Department: Finance
Day of the Week: Wednesday
Course Time: 12:10 - 15:00 (Taiwan time)
Target students: Undergraduate
Credits: 3
Teaching Mode: EMI, both synchronous and asynchronous, Tronclass, Microsoft Teams
Course fee: US$ 250
Instructor: Prof. Arron Wong, Dr. Chang Chun-Ping
E-mail: changjp@asia.edu.tw, l2space@hotmail.com

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

About the Course

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

The Course Features

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

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

Weekly Syllabus

Week	Contents	Teaching Hours
1	Introduction to the course	3
2	Future Value, Present Value, and Interest Rates	3
3	Understanding Risk and Return	3
4	Financial Investment and Real Investment	3
5	Asset Allocation and Optimal Portfolio	3
6	Optimal Portfolio and Asset Pricing	3
7	CAPM, ICAPM, and CCAPM	3
8	State Price, Asset Pricing and Behavioral Biases	3
9	**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

15. Economy Investment and Taiwan Culture

Department: Finance
Day of the Week: Wednesday
Course Time: 15:10 - 18:00 (Taiwan time)
Target students: Undergraduate
Credits: 3
Teaching Mode: EMI, both synchronous and asynchronous, Tronclass, Microsoft Teams
Course fee: US$ 250 (Partner university students can waive this charge.)
Instructor: Dr. Chang Chun-Ping, Dr. Azmin Azliza Aziz
E-mail: changjp@asia.edu.tw, lovegraceforever520@gmail.com

About the Course

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

The Course Features

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

Weekly Syllabus

Week	Contents	Teaching Hours
1	Introduction to the course	3
2	Economy Investment	3
3	Understanding Risk and Return	3
4	Bonds, Bond Prices, the Determination of Interest Rates and Term Structure	3
5	Financial Investment	3
6	Asset Allocation	3
7	Optimal Portfolio	3
8	Asset Pricing and Investor Valuation	3
9	**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

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	15	
Assignments and Quiz	20	
Presentation	50	
Others	15	Participation

16. Real Option

Department: Finance
Day of the Week: Monday
Course Time: 15:10-18:00 (Taiwan time)
Target students: Undergraduate
Credits: 3
Teaching Mode: EMI, both synchronous and asynchronous, Tronclass, Microsoft Teams
Course fee: US$ 250 (Partner university students can waive this charge.)
Instructor: Dr. Chang Chun-Ping, Dr. Tzang, Shyh-Weir
E-mail: changjp@asia.edu.tw, l2space@hotmail.com

About the Course

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

The Course Features

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

Weekly Syllabus

Week	Contents	Teaching Hours
1	Introduction to the course	3
2	Dynamic Process understanding Risk and Return	3
3	Random Variables and Expectation	3
4	Financial Investment	3
5	Real Investment under uncertainty	3
6	Real Option	3
7	Simultaneous Real Option	3
8	Sequential Real Option	3
9	**Midterm Report**	**3**
10	Real Option with Capital Structure	3
11	Real Option with Tax	3
12	Real Option with Asymmetric Information	3
13	Real Option with Competition	3
14	Real Option with Externality	3
15	Real Option with Acquisition	3
16	Presentation (I)	3
17	Presentation (II)	3
18	**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	15	
Assignments and Quiz	20	
Presentation	50	
Others	15	Participation

17. Business Research Methods

Department: Leisure and Recreation Management
Day of the Week: Friday
Course Time: 16:10 -19:00 (Taiwan time)
Target students: Senior and Graduate students
Credits: 3
Teaching Mode: EMI, both synchronous and 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

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 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 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.

Weekly 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 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 thesis	3
17	**Final Report/ Presentation**	**3**
18	**Introspection and Reflection of the Course or Final Exam**	**3**
Total		54

18. *Special Topics on Leisure and Recreation

Department: Leisure and Recreation Management
Day of the Week: Tuesday
Course Time: 16:10 -18:00 (Taiwan time)
Target students: Junior, Senior and Graduate students
Credits: 2
Teaching Mode: EMI, both synchronous and asynchronous, Tronclass, Microsoft Teams
Course fee: US$ 200
Instructor: Dr. Li-Shiue Gau
E-mail: lsgau@asia.edu.tw

***This course is fee-paying, and students registered for this course each needs to pay US$200 for tuition.**

About the Course

The course starts with the introduction of various industries in leisure and recreation and then proceeds to discuss important and popular concepts and theories 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 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 lives in the future.

Weekly Syllabus

Week	Contents	Teaching Hours
1	Introduction to the Course	2
2	Concept, definition, industry analysis, clustering	2
3	Importance of leisure time, tourism in Taiwan	2
4	Leisure values, experiential marketing, application of AI	2
5	Value chain, various types of leisure and recreation	2
6	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, green sports	2
14	Theme park, National park, sport leisure, sport tourism	2
15	Religious tour, cultural tour, city tour, authentic and aesthetic 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

19. AI in Management of Hospitality

Department: Leisure and Recreation Management
Day of the Week: Thursday
Course Time: 12:10 -15:00 (Taiwan time)
Target students: Undergraduate
Credits: 3
Teaching Mode: EMI, synchronous, Tronclass, Microsoft Teams
Course fee: US$ 250 (Partner university students can waive this charge.)
Instructor: Dr. Li-Shiue Gau, Dr. Tswn-Syau Tsay
E-mail: lsgau@asia.edu.tw

About the Course

The course adopts project-based learning design. Students will be required to make group oral and poster presentation in the end of the semester. The course is divided into two parts, in addition to preparing students for the final presentation. The first part will focus on a general introduction of artificial intelligence (AI) and its application in industries. The second part will introduce basic Python and some no-code, low-code tools and applications particularly in equipping students with the ability in web crawling, word cloud analysis, text mining, automatic coding, and content analysis.

The Course Features

The course aims to cultivate students with competence in managerial operation by applying AI knowledge and skills. The course will help students understand the trend of AI development and the issues of AI application. Students are required to 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 to teaching activities and local students are encouraged to form groups and to interact culturally and intellectually with international students from different countries.

Weekly Syllabus

Week	Course Contents
1	Introduction
2	CH1 Development of AI
3	CH2 What is learning machine?
4	CH3 Misunderstanding of AI
5	CH4 3 Dimension of AI development
6	CH5 Sharing Experience of industrial AI application
7	Taiwanese AI companies in Marketing
8	CH6 challenges and suggestion of industrial AI
9	**Mid-term presentation**, Project proposal
10	AI in industries, Python basic introduction, issues of AI application
11	Google A.I. Experiments, Python basic codes, no-low-code tools and applications
12	Python and web crawling
13	Python and word cloud
14	PBL: Python and clean the text
15	PBL: Python, coding, text mining
16	PBL: Python, content analysis, making poster
17	**PBL: Final presentation**
18	Introspection and Reflection of the Course

20. AI in Management of Tourism

Department: Leisure and Recreation Management
Day of the Week: Tuesday
Course Time: 12:10 -15:00 (Taiwan time)
Target students: Undergraduate
Credits: 3
Teaching Mode: EMI, synchronous, Tronclass, Microsoft Teams
Course fee: US$ 250 (Partner university students can waive this charge.)
Instructor: Dr. Li-Shiue Gau, Dr. Tswn-Syau Tsay
E-mail: lsgau@asia.edu.tw

About the Course

The course adopts project-based learning design. Students will be required to make group oral and poster presentation in the end of the semester. The course is divided into two parts, in addition to preparing students for the final presentation. The first part will focus on a general introduction of artificial intelligence (AI) and its application in industries. The second part will introduce basic Python and some no-code, low-code tools and applications particularly in equipping students with the ability in web crawling, word cloud analysis, text mining, automatic coding, and content analysis.

The Course Features

The course aims to cultivate students with competence in managerial operation by applying AI knowledge and skills. The course will help students understand the trend of AI development and the issues of AI application. Students are required to 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 to teaching activities and local students are encouraged to form groups and to interact culturally and intellectually with international students from different countries.

Weekly Syllabus

Week	Course Contents
1	Introduction
2	CH1 Development of AI
3	CH2 What is learning machine?
4	CH3 Misunderstanding of AI
5	CH4 3 Dimension of AI development
6	CH5 Sharing Experience of industrial AI application
7	Taiwanese AI companies in Marketing
8	CH6 challenges and suggestion of industrial AI
9	**Mid-term presentation**, Project proposal
10	AI in industries, Python basic introduction, issues of AI application
11	Google A.I. Experiments, Python basic codes, no-low-code tools and applications
12	Python and web crawling
13	Python and word cloud
14	PBL: Python and clean the text
15	PBL: Python, coding, text mining
16	PBL: Python, content analysis, making poster
17	**PBL: Final presentation**
18	Introspection and Reflection of the Course

21. *Ecotourism

Department: Leisure and Recreation Management
Day of the Week: Tuesday
Course Time: 13:10 -16:00 (Taiwan time)
Target students: Undergraduate
Credits: 3
Teaching Mode: EMI, both synchronous and asynchronous, Tronclass, Microsoft Teams
Class Limit: up to 60 students
Course fee: US$ 250
Instructor: Dr. Feng-En Lo
E-mail: felo@asia.edu.tw

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

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. Ecotourism tends to integrate the resource conservation and tourism and it usually includes attractiveness, convenience, health and safety, and sustainable environment development.

The course will include the living experiences of the aboriginal population, the introduction of flora and fauna, and the examples of ecotourism of Taiwan and all over the world. This class aims to train students to be a good tour guide of ecotourism. Besides attending the class, students are required to do presentation to prove their ability as an ecotour guide.

Weekly Syllabus

Week	Contents	Note
1	Introduction of the course The basic concepts and principles of ecotourism	
2	The world heritage	
3	National Park in Taiwan	
4	National Park in Taiwan	
5	National Park in Taiwan	
6	National Park in Taiwan	
7	National Park in Taiwan	
8	Chiku ecotourism in Taiwan. The SWOT analysis of Chiku ecotourism	
9	**Midterm Exam**	
10	The bird ecotourism in Taiwan	
11	The butterfly and firefly ecotourism in Taiwan	
12	Ecotourism in USA	
13	Ecotourism in Australia	
14	Ecotourism in New Zealand	
15	**Final Report Presentation**	
16	**Final Report Presentation**	
17	**Final Report Presentation**	
18	**Final Report Presentation**	

College of Humanities and Social Sciences

22. Approaches to Literature (II)

Department: Foreign Languages and Literature
Day of the Week: Tuesday
Course Time: 10:10 -12:00 (Taiwan time)
Target students: Undergraduate
Credits: 2
Teaching Mode: EMI, synchronous, Tronclass, Microsoft Teams
Textbook: *Joy of Literature* (Taipei: Bookman)
Course fee: US$ 200 (Partner university students can waive this charge.)
Instructor: Prof. Yinghuei Chen
E-mail: ychen52@asia.edu.tw

About the Course

This introductory course of "Approaches to Literature (II)" aims to acquaint students with poetry, fiction (short stories) and drama as literary genres and their respective intrinsic elements such as rhyme, the voice, the story, the plot, the character, the narrative perspective, and the ending, as well as their extrinsic elements such as the setting, the theme, symbolism and the writer's world view. The overall purpose of the course is to help cultivate students' skills of reading, interpretation, and criticism, that is, to enable them to read and produce text within text, upon text and against text respectively. Upon completion of the course, students will be able to read a text both as social criticism and psychological mapping. Their interest in literature and the development of their critical thinking will in this way be enhanced. Aside from a mid-term and a final, students are required to write a reading note of 3-4 pages.

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

Weekly Syllabus

Week	Contents	Teaching Hours
1	Class begins. "When I Was One-and-Twenty" (by A. E. Housman) "Stopping by Woods on a Snowy Evening" (by Robert Frost)	2
2	"When You Are Old" (by W.B. Yeats), "Shall I Compare Thee to a Summer's Day" (by William Shakespeare)	2
3	"The Soul Selects Her Own Society" (by Emily Dickinson), "Let Me Not to the Marriage of True Minds" (by William Shakespeare)	2
4	"In an Artist's Studio" (by Christina Rossetti) "The Lamb" & "The Tyger" (by William Blake)	2
5	"The Story of an Hour" (by Kate Chopin)	2
6	"The Story of an Hour" (by Kate Chopin)	2
7	"The Jewelry" (by Guy de Maupassant)	2
8	Review of Weeks 1-7	2
9	**Mid-term Exam**	**2**
10	"Ozymandias" (by P. B. Shelley) "The Second Coming" (by W.B. Yeats)	2
11	"The Flea" (by John Donne) "Come, My Celia, Let Us Prove" (by Ben Jonson)	2
12	"Saboteur" (by Ha Jin)	2
13	"Saboteur" (cont.)	2
14	Excerpts from "Julius Caesar" (by William Shakespeare)	2
15	Excerpts from "Julius Caesar" (by William Shakespeare)	2
16	Performing Literature	2
17	Performing Literature	2
18	Last Class, **Final Exam & 3-4 pages of Reading Notes Due**	**2**
Total		36

23. Multiculturalism and Global Perspective

Department: Center of General Education
Day of the Week: Tuesday
Course Time: 13:10 -15:00 (Taiwan time)
Target students: Undergraduate
Credits: 2
Teaching Mode: EMI, synchronous, Tronclass, Microsoft Teams
Course fee: US$ 200 (Partner university students can waive this charge.)
Instructor: Prof. Yinghuei Chen
E-mail: ychen52@asia.edu.tw

About the Course

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

The Course Features

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

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

Weekly Syllabus

Week	Contents	Teaching Hours
1	Introduction of the Course, Watch Jay Walker TED: “The World's English Mania”	2
2	What Is Meant by Globalization? Why College Students Need to Develop Global Mobility? Watch Sir Ken Robinson TED: “How schools kill creativity?”	2
3	What Is Meant by Globalization? (con.) Asia University (AU) "318" Internationalization Strategies,	2
4	Introducing *“The World Is Flat,”* Watch Tim Cook Speech for Duke Univ.'s 2018 Commencement	2
5	*“The World Is Flat”* Ch. 1 & 2	2
6	What is Culture? What Is Multiculturalism?	2
7	What Is Culture? (con.) What Is Multiculturalism? (con.) Watch Steve Jobs TED: "Stay Hungry, Stay Foolish" Introduction of Japan	2
8	Introduction of Mongolia Review of Weeks 1-7	2
9	**Mid-term Exam**	**2**
10	Introducing "One Belt One Road" Discussion of Student's Individual or Group Work, Introduction of India	2
11	"One Belt One Road", Pros and Cons? Introduction of Russia	2
12	Introducing "New Southbound Policy", Introduction of Africa	2
13	"New Southbound Policy" (con.), Introduction of Europe	2
14	Chapter 11 of *“The World Is Flat”,* Introduction of Europe (con.)	2
15	English and Globalization	2
16	History of the English Language	2
17	Group Final Presentation	2
18	**Introspection and Reflection of the Course, Final Exam**	**2**
Total		36

24. Selected Readings in New English Literatures

Department: Foreign Languages & Literature
Day of the Week: Thursday
Course Time: 15:10 -17:00 (Taiwan time)
Target students: Junior and Senior students
Credits: 2
Teaching Mode: EMI, synchronous, Tronclass, Microsoft Teams
Textbook: *A Pale View of Hills* (by Kazuo Ishiguro), *Things Fall Apart* (by Chinua Achebe), *Waiting* (by Ha Jin)
Course fee: US$ 200 (Partner university students can waive this charge.)
Instructor: Prof. Yinghuei Chen
E-mail: ychen52@asia.edu.tw

About the Course

This course aims to cultivate students' awareness of and sensibility to the so-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 British colonies. 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 of cultural 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.

Weekly Syllabus

Week	Contents	Teaching Hours
1	Introduction to the course; Definition of "New English Literatures"; 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**	**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 and the 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**	**2**
Total		36

25. English Interpretation for Tour Guide

Department: Foreign Languages and Literature
Day of the Week: Wednesday
Course Time: 10:10 -12:00 (Taiwan time)
Target students: Undergraduate
Credits: 2
Teaching Mode: EMI, synchronous, Tronclass, Microsoft Teams
Course fee: US$ 200 (Partner university students can waive this charge.)
Instructor: Dr. Jun Chen Hsieh
E-mail: curtis3883@asia.edu.tw

About the Course

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

The Course Features

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

In addition, group collaboration (scenic spot introduction and group travel package) 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.

a. Mid-term scenic spot introduction (7-minute tour video):
   A group work where 5 students are expected to choose one scenic spot and act as tour guides for around 7 minutes, guiding the tour members the features of the spot. Record your introduction, make it a video, and upload the video to Tronclass.
b. Final group travel package (10-minute tour video):
   Students form a group of 5 and work with their group members to deliver an English oral presentation on their travel package in an international travel fair. You are supposed to plan a 5-day travel package, including what documents or visas have to be prepared, airlines and flights information, tickets and hotels reservations, ways to get to the destination, and tourist attractions along the 5-day trip, and so on. Record the introduction, make it a video, and upload the video to Tronclass. Each group will

also present orally, guiding your peers through the information and travel destinations that your group has prepared.

The grading policy of this course is as follows:

a. Attendance – 15%
b. In-class participation – 15%
c. Mid-term scenic spot introduction – 30%
d. Final group travel package presentation – 40%

Weekly Syllabus

Week	Main topic	Notes
1	Orientation	
2	Motivation for Travel	
3	Before the trip (plan, document, reservations)	Mid-term scenic spot introduction survey
4	At the airport, being on board, & arrival	
5	Quality in Tourism	
6	Accommodation & transportation	**Mid-term scenic spot video due**
7	Restaurant & shopping	**Mid-term scenic spot introduction 1**
8	Entertainment	**Mid-term scenic spot introduction 2**
9	Culture and Heritage	**Mid-term scenic spot introduction 3**
10	Environmental Pollution and Tourism Activities	Final project destination survey due
11	Problem solving	
12	Tourism and community development	
13	Environment & Ecology	
14	Sustainable Tourism	Group travel package due
15	Tour manager	
16	**International Travel Fair (Final group travel package presentation)**	
17	**International Travel Fair (Final group travel package presentation)**	
18	**International Travel Fair (Final group travel package presentation)**	

26. English Composition V

Department: Foreign Languages and Literature
Day of the Week: Thursday
Course Time: 13:10 -15:00 (Taiwan time)
Target students: Junior and Senior students
Credits: 2
Teaching Mode: EMI, synchronous, Tronclass, Microsoft Teams
Textbook: Great Writing 4: Great Essays. 5th ed. Cengage Learning, 2020.
Class Limit: up to 30 students
Course fee: US$ 200 (Partner university students can waive this charge.)
Instructor: Dr. Yuen-Jean Jeanie Mao
E-mail: jeaniemao@asia.edu.tw

About the Course

As a mandatory course for third-year DFLL students (juniors), this course unfolds with a concise review of elements in standard essay and the purpose of hooks in English composition. Students will review various types of essays, 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 strategies for timed writing like the writing assessment in TOEFL iBT© Test.

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

Weekly Syllabus

Week	Contents	Teaching Hours
1	Course Introduction; Brainstorming on "How A Historical Figure Has Influenced Me"	2
2	Review the components of a paragraph and study the components of an essay; Selective exercises from textbook Unit 1	2
3	Review types of essay; Selective exercises from textbook Unit 1; Individual discussion on 1st assignment - short essay "How A Historical Figure Has Influenced Me"	2
4	**Upload 1st essay to Tronclass**; Writing thesis statement; Textbook Unit 1; General feedback on 1st essay	2
5	Unit 2: Cause-Effect; Grammar Review: Cause-Effect; Feedback on 1st short narrative essay; Brainstorming on 2nd essay	2
6	No Synchronous Meeting this week => **Watch video and complete on-line exercises**; *(Essay 2 - 1st draft due) *	2
7	*(Essay 2 - 2nd draft due) *; Study a Cause-Effect essay example; Individual discussion on 2nd essay	2
8	Study a response example; Individual discussion on 2nd essay	2
9	**Upload the complete 2nd essay to Tronclass**; Study a Resume example; Feedback on 2nd essay	2
10	No Synchronous Meeting this week => **Watch video and complete on-line exercises**	
11	How to address the selection criteria in your Résumé; Read "A CV of failures"; Individual discussion on Résumé	2
12	Read an article on "dream jobs"; Individual discussion on cover letter	2
13	Unit 6: Reaction Essays; Individual discussion on Résumé	2
14	**Upload Résumés and Cover Letter to Tronclass**; Unit 6: Reaction Essays; Brainstorming on cause and effect essay	2
15	Study a Reaction essay example; Individual discussion on reaction essay topic	2
16	Grammar/Vocabulary Review: Reaction essays; Individual discussion on reaction essay outline; * (Final Essay 1st draft due) *	2
17	Study a Reaction example in textbook; Individual discussion on reaction essay; * (Final Essay 2nd draft due) *	2
18	**Final Essay – Reaction due**; Feedback on final essay	2

Grading:

Attendance + Learning Progress Record – 20 %

1st Essay (Short Narrative)

"How A Historical Figure Has Influenced Me"

(A 3-paragraph essay) – 15 %

Midterm Exam: 2nd Essay (Cause & Effect)

(A 4 to 5-paragraph essay) – 25 %

Résumé (with a cover letter)

(The cover letter should be one-page long) – 15 %

Final Exam: Reaction Essay

(A 5-paragraph essay) – 25 %

27. Topics in English and Globalization

Department: Foreign Languages & Literature
Day of the Week: Tuesday
Course Time: 09:10 -12:00 (Taiwan time)
Target students: Senior and Graduate students
Credits: 3
Teaching Mode: EMI, synchronous, Tronclass, Microsoft Teams
Class Limit: up to 15 students
Course fee: US$ 250 (Partner university students can waive this charge.)
Instructor: Dr. Kun-Liang Chuang
E-mail: klchuang@asia.edu.tw

About the Course

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

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.

Weekly 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

28. Volunteering in Taiwan

Department: Social Work
Day of the Week: Thursday
Course Time: 14:10-16:00 (Taiwan time)
Target students: Undergraduate
Credits: 2
Teaching Mode: EMI, synchronous, Tronclass, Microsoft Teams
Course fee: US$ 200 (Partner university students can waive this charge.)
Instructor: Ying-Chen Chang
E-Mail: yc66c@asia.edu.tw

About the Course

After Taiwan 921-earthquake in 1999, many volunteers from non-profit organizations devoted themselves to disaster relief work; in 2001, the Volunteering Act was passed, and these two events brought Taiwan's volunteering development to a new era. Taiwanese people have moved from traditional informal volunteering to formal volunteering. Under the government's active promotion of volunteering policies, the number of people engaged in voluntary services has also continued to increase. The fields of volunteering include social welfare, medical and health, education and culture, disaster relief, and leisure activities. Strategies to promote volunteering also include corporate volunteering, family volunteering, virtual volunteering, and international volunteering. Through the promotion of voluntary service, we look forward to building a harmonious society.

The Course Features

This course aims to help students understand the spirit of volunteering and reflect on the development of volunteering in their home countries by understanding the current status and practice of volunteering in Taiwan. In addition to introducing Taiwan's religious volunteers, immigrant volunteers, elderly volunteers, children's volunteers, disaster relief volunteers, and international volunteers, this course also expects students to share the characteristics of volunteering in their home countries and to engage in promoting global volunteering.

Weekly Syllabus

Week	Contents	Note
1	Introduction of the Course,	
2	The Spirit of Volunteering	
3	Theoretical Perspectives on Volunteering	
4	Introduction to Global Volunteering	
5	Volunteering in the Community	
6	Religious Volunteering I: Tzu Chi	
7	Religious Volunteering II	
8	Assignment: Interview a Volunteer	
9	**Mid-term Exam or Report**	
10	Elderly Volunteers	
11	Immigrant Volunteers	
12	Child and Youth Volunteers	
13	Voluntourism	
14	Corporate Volunteering	
15	Disaster relief Volunteering	
16	Family Volunteers	
17	**Final Presentation I: My Home Country's Volunteering**	
18	**Final Presentation II: My Home Country's Volunteering**	

College of Creative Design

29. Product Semantics

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

About the Course

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

The Course Features

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

Weekly Syllabus

Week	Contents	Teaching Hours
1	Introduction of the course	2
2	Product language	2
3	Symbolic characteristics of product semantics	2
4	Composition of product semantics	2
5	Indicative semantics of the product	2
6	Emotional characteristics of product semantics	2
7	Symbolic cultural characteristics of product semantics	2
8	Product context	2
9	**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

30. *Research Methods

Department: Interior Design
Day of the Week: Tuesday
Course Time: 15:10 -17:00 (Taiwan time)
Target students: Undergraduate
Credits: 2
Teaching Mode: EMI, synchronous, Tronclass, Microsoft Teams
Course fee: US$ 200
Instructor: Dr. Chi-Wen Lung
E-Mail: cwlung@asia.edu.tw

***This course is fee-paying, and students registered for this course each needs to pay US$200 for tuition.**

About the Course

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

The Course Features

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

Weekly Syllabus

Week	Contents	Teaching Hours
1	Introduction	2
2	Comment on essay writing	2
3	References management (ENDNOTE)	2
4	Reference management (ENDNOTE)	2
5	Article writing format (WORD)	2
6	Explanation of the Introduction section	2
7	Explanation of the Method section	2
8	Statistics (EXCEL)	2
9	**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

31. Digital Image Processing (for Design Students)

Department: Visual Communication Design
Day of the Week: Thursday
Course Time: 13:10 -16:00 (Taiwan time)
Target students: Undergraduate
Credits: 3
Teaching Mode: EMI, synchronous, Tronclass, Microsoft Teams
Course fee: US$ 250 (Partner university students can waive this charge.)
Instructor: Shuhui Hu
E-mail: shuhuihu@yahoo.com

About the Course

This course is designed to help students:

1) to have an in-depth understanding of the knowledge principles of digital image processing and application;
2) to improve digital image special effects processing, digital image editing, animation production, illustration drawing, and other practical applications and operating skills;
3) to use digital image processing to enhance design ability, inspire multiple thinking ability, cultivate aesthetic perception and enrich creative ability.

The Course Features

The major goal of the course is to introduce the basic operation and principle of the digital image. The course will use Adobe Photoshop software to drive the operations for the digital image. Students will learn the following:

1) Understand the basic technology and skills of image processing;
2) Learn how to deal with image processing tools;
3) Enhance image processing capabilities;
4) Improve the knowledge and ability of image special effects processing.

Weekly Syllabus

Week	Contents	Note
1	1. Introduction of the Course 2. Introduction to Digital Image Processing	
2	Basic knowledge of image processing and color 1. Image correction 2. Basic knowledge of image 3. Color and tone	
3	Image adjustment and repair 1. Adjust and repair the picture 2. Beautiful restructuring	
4	Creative image synthesis 1. Edit the image 2. The beauty of rigid and flexible synthesis	
5	Image transformations 1. Transform objects 2. Content-aware scaling 3. Transform images, shapes, and paths	
6	Layers 1. Layer effects and styles 2. Edit layer masks 3. Blending modes 4. Combine multiple images into a group portrait 5. Combine images with Auto-Blend Layers	
7	Drawing and painting 1. Create and modify brushes 2. Add color to paths 3. Paint with the Mixer Brush 4. Brush presets	
8	Drawing and editing of vector graphics 1. Learn to paint realistically 2. color sense and Color matching	
9	**Mid-term Exam**	
10	Font design 1. Format characters 2. Format paragraphs 3. How to create type effects 4. Edit text	

11	Filters and effects (1) 1. Use the Liquify filter 2. Use the Blur Gallery	
12	Filters and effects (2) 1. Filter basics 2. Filter effects reference	
13	Filters and effects (3) 1. Layer effects and styles 2. Apply specific filters	
14	Creating gif animations 1. Editing animation layers 2. Saving and exporting	
15	Webpage image design and segmentation 1. Split web pages 2. Slice type 3. Web Slicing	
16	Design work completion and printing setting. 1. Process images efficiently 2. Image output	
17	The poster design 1. Show creativity and design skills. 2. Compositions with the tools learned in this semester.	
18	**Final presentation** **Students have to present and demonstrate their final projects in class.**	

Chinese Language Center

32. Introduction to Taiwanese/Chinese Culture

Department: Chinese Language Center
Day of the Week: Tuesday
Course Time: 10:10 -12:00 (Taiwan time)
Target students: Undergraduate and Graduate students
Credits: 2
Teaching Mode: EMI, synchronous, Tronclass, Microsoft Teams
Course fee: US$ 200 (Partner university students can waive this charge.)
Instructor: Ms. Chung-yi Yang
E-Mail: joyang35@asia.edu.tw

About the Course

The course starts with the introduction to some Chinese cultural elements, such as food and drink culture, family values, Taiwan folk religions, and evolution of Chinese characters (hanzi). At the second half of the course, topics like Taiwan customs, leisure activities, aboriginal groups in Taiwan, and Chinese movies are discussed through a comprehensive perspective. We would like to invite the international students at Asia University and our partner universities to present the best aspects of their respective culture and society by comparing with local ones. Students are encouraged to share their points of view in small group discussions and assignments. 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' multicultural awareness by presenting the fundamental concepts and knowledge of a culture different from the students' own. Upon the completion of the course, students will learn more about Chinese culture and ways of life. Various methods, such as readings, topic discussions, video watching, hands-on practices, interviews, and presentations will be introduced throughout the semester for better learning experience online. Moreover, about a dozen of international students from different countries at Asia University will be invited to take part in the class so that they can interact culturally and intellectually with local students to enhance mutual understanding in a multicultural setting.

Weekly Syllabus

Week	Contents	Note
1	Introduction to the Course Course syllabus, expectations and grading evaluation Watch “Getting to know Taiwan’s diversity”	
2	Traditional tea culture and its modern twist Watch “How to make tea”	
3	Convenience stores: our best friends Tea shops in Taiwan: favorite bubble teas Dialogue on how to order drinks	
4	The concept of Chinese family Family central to Chinese culture	
5	Taiwan religions and folk beliefs Chinese zodiac Watch: Between heaven and earth: the temple of Taiwan	
6	Mazu mania Hands-on practice: how to do bua-buei (lucky draw) and worship online	
7	Hanzi: how Chinese characters evolved How to learn Chinese characters	
8	Review of Weeks 1-7	
9	**Mid-term Exam**	
10	Taiwan customs: gift exchange Some nuances and taboos	
11	Food culture in Taiwan Street food explained	
12	Campus interview: What do Taiwanese like to eat Readings and Findings on the interview	
13	Pop culture in Chinese society KTV: a popular leisure activity in Taiwan	
14	Taiwan indigenous people Group work: posters and maps	
15	Glimpse of early Taiwan history: the Lin Family in Wufeng, Taiwan Virtual field trip	
16	Watch movie “Lost on Journey” Discussion: the facts, stereotypes, and humanity in modern Chinese society	
17	Group final presentation	
18	**Final examination**	

Application Procedure

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

1. Partner universities help deliver the lists below to Ms. Tina Chang at tina840716@asia.edu.tw before August 15, 2022.

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

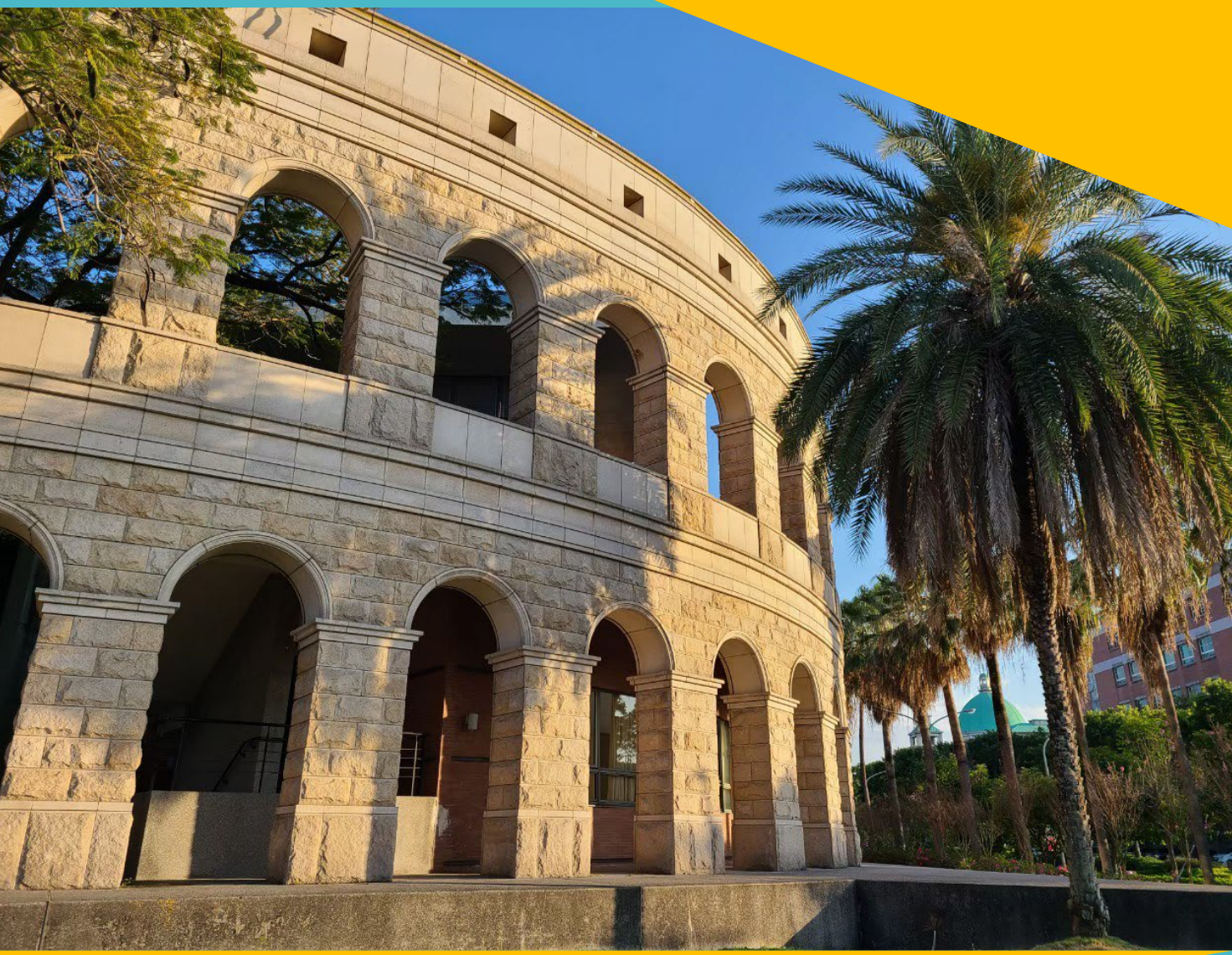
(1) Home University Information (Coordinator)

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

*Address: **For sending students' certificates and transcripts**

(2) Applicant's Personal Information (Sample)

Personal Information		
1	Full Name	**Tina Chang**
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	**tina840716@asia.edu.tw**
9	**Courses Selected**	**#9, #23**



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