



# Virtual Exchange Program

**Spring Semester, 2023**



**ASIA UNIVERSITY**

# Table of Contents

<b><u>College of Medical and Health Sciences</u></b>	<b>page</b>
Psychology	1
Healthcare Administration	4
Medical Laboratory Science and Biotechnology	8
<b><u>College of Information and Electrical Engineering</u></b>	
Bioinformatics and Medical Engineering	13
Computer Science & Information Engineering	15
Information Communication	19
<b><u>College of Management</u></b>	
Business Administration	22
Accounting and Information System	33
Finance	35
Leisure and Recreation Management	43
<b><u>College of Humanities and Social Sciences</u></b>	
Foreign Languages & Literature	50
Social Work	62
<b><u>College of Creative Design</u></b>	
Interior Design	65
Creative Product Design	67
Visual Communication Design	69
<b><u>Chinese Language Center</u></b>	72

# 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 **Spring semester, 2023** at AU **starts on February 13, 2023** and **ends on June 16, 2023** for a duration of 18 weeks.
6. All **partner universities need to nominate their students** for this virtual exchange to AU at least **4 weeks before the Spring semester begins** (that is **before January 13th, 2023**) so that we can help register the exchange students in AU system, enabling them to take courses online.
7. At AU, **an undergraduate course** is required to have at least **20 students** and a graduate course at least **5 students**. The courses offered in the brochure may be canceled if not enough students meet the number requirement.
8. The virtual exchange students will be charged if the course is customized, specified, or offered by the request of AU partner universities.
9. Each student participating in the virtual exchange program will be charged **US\$25 (twenty five dollars)** for the delivery of transcripts and attendance certificate at the end of the program and the charge fee needs to be paid when students register.
10. To avoid extra bank service charge for wire transferring the payment, please pay in group and add additional US\$10 (ten dollars) for the bank service.

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



**College of  
Medical and Health  
Sciences**

# 1. Global Health Psychology

**Department: Psychology**

**Day of the Week: Tuesday**

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

**Grades: Undergraduate Students**

**Credits: 2**

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

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

**Instructor: Prof. Karl Peltzer**

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

## **About the Course**

This module provides students with knowledge and understanding of methods, theory, and practice in developing and maintaining health psychology of global major burden of disease behavioral risk factors, including eating/diet/nutrition, sedentary behavior and physical activity, tobacco use, alcohol use, non-communicable chronic diseases, injury, violence, sleep disorders, and infectious diseases. Students will also develop their own health psychology intervention plan. Students will be divided into groups for group discussion and assignment, and issues/topics for group presentation at the end of the course will be announced in progress.

## **The Course Features**

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

## **Course Evaluation**

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

## Weekly Syllabus (18 weeks)

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

	Health Organization; 2018. Licence: CC BY-NC-SA 3.0 IGO. URL: file:///C:/Users/user/Downloads/9789241565639-eng.pdf	
11	Alcohol use 2 Read: World Health Organization. (2001). Brief intervention for hazardous and harmful drinking: a manual for use in primary care / Thomas F. Babor, John C. Higgins-Biddle. World Health Organization. <a href="https://apps.who.int/iris/handle/10665/67210">https://apps.who.int/iris/handle/10665/67210</a>	
12	Tobacco use 1 Read: WHO report on the global tobacco epidemic 2021: addressing new and emerging products. URL: <a href="https://www.who.int/publications/i/item/9789240032095">https://www.who.int/publications/i/item/9789240032095</a>	
13	Tobacco use 2 Read: World Health Organization (2010) Assist the Alcohol, Smoking and Substance Involvement Screening Test (ASSIST) Manual for use in primary care. URL: file:///C:/Users/user/Downloads/9789241599382_eng.pdf	
14	Violence and injury 1 Watch: Domestic violence in China. Video: <a href="https://youtu.be/c4c1W-p6STI">https://youtu.be/c4c1W-p6STI</a>	
15	Violence and injury 2 Read: World Health Organization (2015) Preventing youth violence: an overview of the evidence. URL: file:///C:/Users/user/Downloads/9789241509251_eng.pdf	
16	Sleep disorders Watch: How to get a good night's sleep. Video: <a href="https://youtu.be/xxwTWYDnALI">https://youtu.be/xxwTWYDnALI</a>	
17	Group Final Presentation	
18	<b>Final Exam</b>	

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

**Department:** Healthcare Administration

**Day of the Week:** Wednesday

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

**Grades:** Graduate Students

**Credits:** 3

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

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

**Instructor:** Dr. Yulyu Yeh

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

### About the Course

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

### The Course Features

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

- Identify common health education/health promotion models and their components.
- Demonstrate ability to perform needs assessment.
- Define the role of cultural competence in program planning.
- Identify common resources used for health education/health promotion program implementation.
- Differentiate between mission statements, goals and objectives.
- Apply APA style in writing
- Apply HE/HP models in the development of HE/HP program.



- Describe the role of program evaluation in health education/health promotion planning.
- Design a theoretically based health education/health promotion intervention.

### Course Evaluation

- (1) Student oral presentation: 30%
- (2) Midterm paper (Including 4 assignments): 20%
- (3) Final written report (Including 3 assignments): 30%
- (4) In class interaction and discussion:10%
- (5) Attendance: 10%

### Weekly Syllabus (18 weeks)

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

# 3. Introduction to Global Health

**Department:** Healthcare Administration

**Day of the Week:** Tuesday

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

**Grades:** Undergraduate 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](mailto:yyyeh@asia.edu.tw)

## About the Course

This is a basic course which provides an introduction to topics in global health, including health determinants, health systems, health financing, international public health organizations, and common diseases around the world. 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.

## Course Evaluation

- (1) Assignment: 20%
- (2) Midterm exam: 30%
- (3) Final presentation: 30%
- (4) Attendance: 20%

## Weekly Syllabus (18 weeks)

Week	Contents	Note
1	Introduction of the Course	
2	Determinants of Health	
3	Health and Human Rights	
4	Health Financing	
5	Global Health Implementation	
6	HIV/AIDS and Tuberculosis	
7	Diarrheal, Respiratory, and Other Common Infections	
8	Nutrition & Global Health Obesity and malnutrition	
<b>9</b>	<b>Mid-term Exam</b>	
10	Reproductive Health	
11	Cancer	
12	Cardiovascular Diseases	
13	Other Non-Communicable disease	
14	Infectious Diseases and Global Health I	
15	Infectious Diseases and Global Health II	
16	Global Mental Health and Well Being	
17	Student Presentation	
<b>18</b>	<b>Student Presentation</b>	

# 4. Writing Scientific Academic Papers in English

**Department:** Medical Laboratory Science and Biotechnology

**Day of the Week:** Monday

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

**Grades:** Graduate Students

**Credits:** 2

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

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

**Instructor:** Chien-Kuo Wang

**E-Mail:** ck@asia.edu.tw

## About the Course

The core purpose of writing a paper is to go beyond mere presentation of facts and thoughts. It is to reach out to the reader—to communicate your research effectively and help readers understand the issues at hand. This course introduces and illustrates various concepts for structuring a manuscript such that readers take away the most important messages—the messages authors want to convey—after reading the paper.

## The Course Features

The course aims to cultivate students' writing and presentation ability in structuring a manuscript in English academic papers. In addition to introducing basic skills in writing English academic papers, the course will also provide students with opportunities to do homework and public presentation to enhance their communication skills.

## Course Evaluation

- (1) Homework assignments: 50%
- (2) Midterm: 10%
- (3) Final: 10%
- (4) Presentation: 20%
- (5) Class participation: 10%

## Weekly Syllabus (18 weeks)

Week	Contents	Note
1	Introduction of the course	
2	Writing of titles	
3	Writing of the introduction	
4	Write the process of research (methodology)	
5	Presenting the data	
6	Writing of discussion and conclusion I	
7	Writing of discussion and conclusion II	
8	Abstract and other subtexts	
<b>9</b>	<b>Mid-term exam</b>	
10	Nouns and pronouns in academic papers	
11	Verbs and sentence patterns in academic papers	
12	Adjectives, adverbs, and prepositions in academic papers	
13	Conjunctions, sentences, and paragraphs in academic papers	
14	Common words and sentence structures used in academic papers	
15	Common mistakes in English writing	
16	Student presentation	
17	Student presentation	
<b>18</b>	<b>Final Exam</b>	

## 5. \*Advanced Scientific Papers Writing in English

**Department: Medical Laboratory Science and Biotechnology**

**Day of the Week: Monday**

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

**Grades: Graduate Students**

**Credits: 3**

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

**Course Fee: US\$ 250**

**Instructor: Chien-Kuo Wang**

**E-Mail: [ck@asia.edu.tw](mailto:ck@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**

The term scientific writing commonly denotes the reporting of original research in journal through scientific papers that follow a standard format. Scientific writing also includes communication about science through other types of journal articles, such as review papers summarizing and integrating previously published research. In this course, we will introduce several types of scientific writing to the students through lectures, workshop and presentations in order to enhance their writing ability.

### **The Course Features**

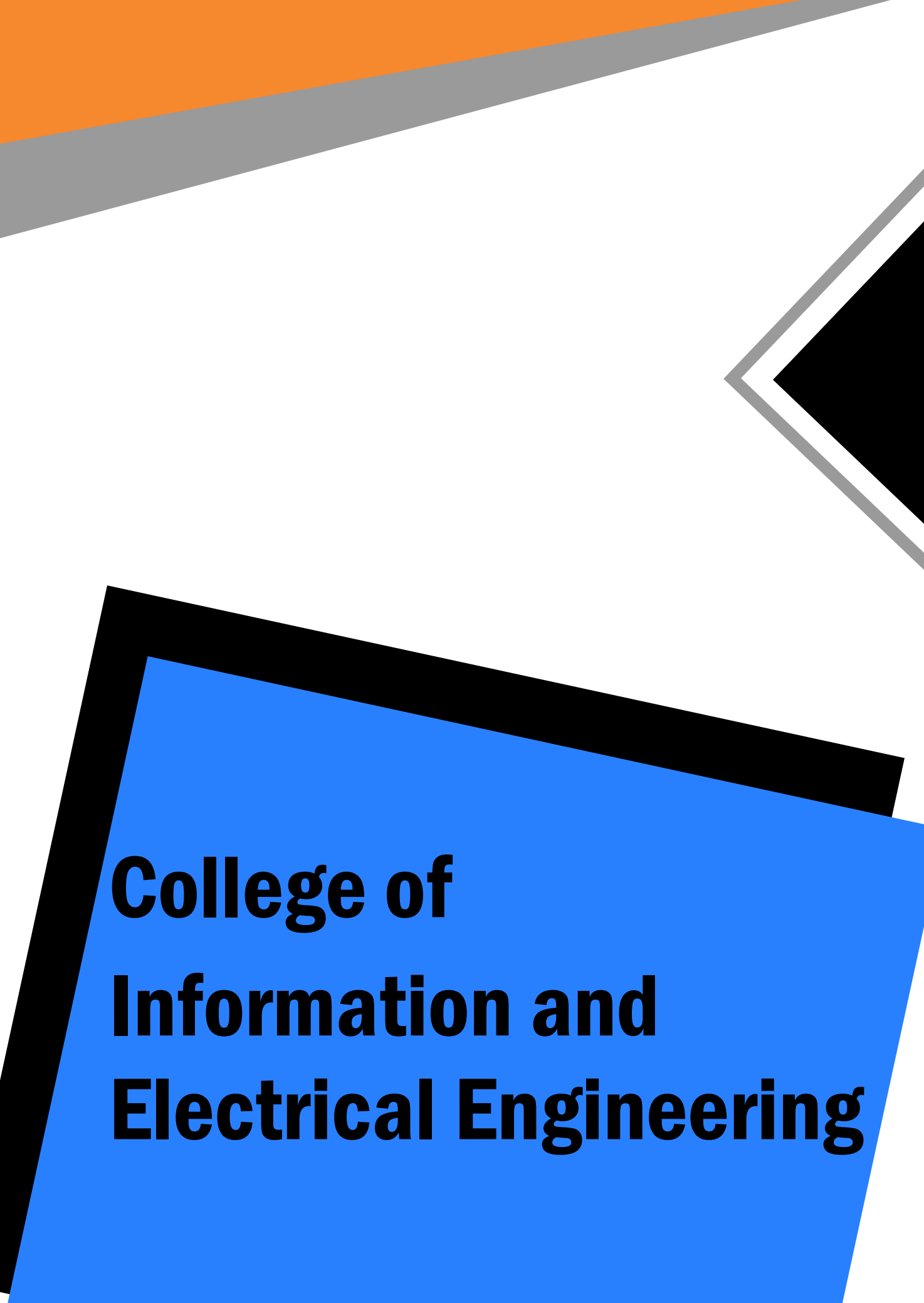
The course aims to cultivate students' writing and presentation ability in structuring a manuscript in several types of English scientific papers such as research paper, review paper and science writing. In addition to introduce basic skills in writing English scientific papers, the course will also provide opportunities to students to practice in homework and public presentation to enhance their communication abilities.

## Course Evaluation

- (1) Homework Assignments: 50%
- (2) Midterm: 10%
- (3) Presentation: 20%
- (4) Class Participation: 10%

## Weekly Syllabus (18 weeks)

Week	Contents	Note
1	Introduction of the course	
2	What is scientific writing?	
3	Approaching a writing project	
4	What is a scientific paper?	
5	Ethics in scientific publishing	
6	Preparing the text I	
7	Preparing the text II	
8	Preparing the text III	
<b>9</b>	<b>Mid-term exam</b>	
10	Preparing the tables and figures I	
11	Preparing the tables and figures II	
12	Preparing the tables and figures III	
13	Writing workshop I	
14	Writing workshop II	
15	Writing workshop III	
16	Student presentation	
17	Student presentation	
<b>18</b>	<b>Final Exam</b>	



**College of  
Information and  
Electrical Engineering**



# 6. Machine Learning

**Department:** Bioinformatics and Medical Engineering

**Day of the Week:** Wednesday

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

**Grades:** Junior, Senior & Graduate Students

**Credits:** 3

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

**Class Limit:** 30 students

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

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

**E-mail:** ppiddi@gmail.com, klng@asia.edu.tw

## About the Course

Machine learning is the systematic study of algorithms and systems that improve our knowledge or performance with experience. The course is designed to develop students' ability to master the mathematical aspects, inference reasoning, and computational skills in machine learning. It also enables students to master machine learning methods, utilize machine learning tools (R language, student can use Python, but it is not covered by the instructor) to solve problems.

This course covers the following topics: review of statistics and linear algebra, R programming, binary classification, linear model, distance-based model, probabilistic models and ensemble model.

## The Course Features

This course is designed for students with basic knowledge in mathematics and programming experience. It will use real problems in class to illustrate the core concepts of machine learning and at the same time to promote students' interest in learning. It will also use the latest development in molecular biology to illustrate the concept. The R language and its related machine learning libraries will be employed to analyze data and to create graphs for data visualization.

Prerequisite courses: calculus, linear algebra, statistics

## Course Evaluation

- (1) Homework/classwork/quiz/attendance: 40%
- (2) Midterm Exam: 30%
- (3) Final Exam: 30%

## Weekly Syllabus (18 weeks)

Week	Contents
1	Introduction
2	The ingredients of Machine Learning
3	Review of statistics and linear algebra & R programming part I*
4	R programming part II*
5	Binary classification
6	Binary classification
7	Linear models
8	Linear models & R packages*
<b>9</b>	<b>Midterm Exam</b>
10	Review of Mid-term & distance-based model
11	Distance-based model & R packages*
12	Probabilistic models
13	Probabilistic models
14	Features
15	Features
16	Model ensembles & R packages*
<b>17</b>	<b>Final Exam or team project</b>
18	Review of final exam

\*Students can use Python but it is not covered by the instructor.

# 7. Digital Image Processing

**Department:** Computer Science & Information Engineering

**Day of the Week:** Tuesday

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

**Grades:** Year 1 – 3 Undergraduate Students

**Credits:** 3

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

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

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

**E-Mail:** [rschen@asia.edu.tw](mailto:rschen@asia.edu.tw)

## About the Course

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

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

## The Course Features

Digital Image Processing (DIP) consists in processes whose inputs and outputs are images and, in addition, includes processes that extract attributes from images for the purpose, among others, of individual object recognition. Starting with the introduction of DIP, the course gives a description of fundamental DIP and Intensity transformation before the mid-term exam. After the midterm the color image processing and image segmentation will be provided. The processes of acquiring an image, preprocessing that image, extracting (segmenting) the individual characters, describing the characters in a form suitable for computer processing, and recognizing those individual characters are included in this course.

## Course Evaluation

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

## Weekly Syllabus (18 weeks)

Week	Contents	Teaching Hours
1	Introduction of digital image processing (DIP): What is DIP, background and DIP's tool	3
2	Installation of Anaconda	3
3	Pillow library: Reading images, Displaying images	3
4	Pillow library: Low level DIP; introduction of color cube and HSI	3
5	Pillow library: Image transformation and enhancement	3
6	Scikit library: Reading images, Displaying images	3
7	Scikit library: Low level DIP	3
8	Scikit library: Image filter, contour detection, erosion, and dilation	3
<b>9</b>	<b>Mid-term Exam</b>	<b>3</b>
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
<b>18</b>	<b>Final Exam</b>	<b>3</b>
<b>Total</b>		<b>54</b>

# 8. Discrete Mathematics

**Department:** Computer Science & Information Engineering

**Day of the Week:** Monday

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

**Grades:** Undergraduate Students

**Credits:** 3

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

**Class Limit:** 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

A particular set of mathematical concepts useful for computer science students will be taught. Especially this course will teach students how to think logically and mathematically to increase the logic ability on programming, and to inspire students the interest of general cases on mathematics in daily life.

## The Course Features

Five important themes will be covered, including mathematical reasoning, combinatorial analysis, discrete structures, algorithmic thinking, and applications and modeling.

## Course Evaluation

- (1) Midterm: 20%
- (2) Final Exam: 20%
- (3) Homework: 50%
- (4) Class Attendance: 10%

## Weekly Syllabus (18 weeks)

Week	Contents	Note
1	Course Introduction	
2	The Foundations: Logic and Proofs (I)	
3	The Foundations: Logic and Proofs (II)	
4	The Foundations: Logic and Proofs (III)	
5	Basic Structures: Sets, Functions, Sequences, Sums, and Matrices	
6	Induction and Recursion (I)	
7	Induction and Recursion (II)	
8	Induction and Recursion (III)	
<b>9</b>	<b>Midterm Exam</b>	
10	Relations (I)	
11	Relations (II)	
12	Graphs (I)	
13	Graphs (I)	
14	Trees (I)	
15	Trees (II)	
16	Generation Functions (I)	
17	Generation Functions (II)	
<b>18</b>	<b>Final Exam</b>	

# 9. Web Design

**Department:** Information Communication

**Day of the Week:** Tuesday

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

**Grades:** Undergraduate Students

**Credits:** 3

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

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

**Instructor:** Edgar Chia-Han Lin

**E-mail:** edgarlin@asia.edu.tw

## About the Course

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

## The Course Features

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

## Course Evaluation

- (1) Course Participation (including assignments): 30%
- (2) Mid-Term Report: 30%
- (3) Final-Project: 40%

## Weekly Syllabus (18 weeks)

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





**College of  
Management**

# 10. Marketing Management

**Department:** Business Administration

**Day of the Week:** Thursday

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

**Grades:** Undergraduate Students

**Credits:** 3

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

**Class Limit:** 50 students

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

**Instructor:** Dr. Yeneneh Tamirat

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

## Instructor's Remarks

I appreciate honesty and no cheating in my class, the penalty for any sort of cheating, including but not limited to copying homework and class activities from your classmates, is an automatic failure for the course. In addition, as a hands-on experience in data analytics and teaching the importance of data analytics in marketing decision-making, the course requires students to play a role of a brand manager at a multinational consumer goods company. Please note that the role-playing system is hosted by Harvard business publishing and requires each student to pay \$5 (five USD).

## Course Evaluation

- (1) Assignments (three or four): 10%
- (2) Quiz: 10%
- (3) Midterm: 20%
- (4) Final: 20%
- (5) Presentations: Data Analytics Simulation: 20%
- (6) Shark Tank: 15%
- (7) Class Participation: 5%

## Weekly Syllabus (18 weeks)

Week	Contents
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
<b>9</b>	<b>Midterm Exam</b>
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
<b>18</b>	<b>Final Exam</b>

## 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.

# 11. Business and Social Ethics (BSE)

**Department:** Business Administration

**Day of the Week:** Asynchronous Course

**Course Time:** 14:10-17:00 (See Weekly Syllabus)

**Grades:** Undergraduate Students

**Credits:** 3

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

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

**Instructor:** Dr. Massoud Moslehpour

**E-mail:** writetodrm@gmail.com, mm@asia.edu.tw

## Course Restrictions:

### A. Textbook

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

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

### B. Requirement

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

### C. Number of Students Required

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

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

### \* For questions regarding the textbook, contact:

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

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

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

### \* For questions regarding the course, contact:

**Dr. M. at writetodrm@gmail.com, mm@asia.edu.tw**

## 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” “管理倫理與企業社會責任” 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.

### **Objectives of this Course**

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

The increasing extent to which social, ethical, public, environmental, and global issues must be considered from a strategic perspective is critical in such courses. The course aims to provide a

conceptual framework, analysis, and discussion of the business and society related issues. The course's structure and cases identify and engage the major topics involved in developing a robust understanding of business and society, or business in society. The latest research, examples, and cases provide you with a comprehensive yet detailed analysis of the subject matter. Furthermore, it offers a factual basis for thoughtful learning, reflection, and analysis of the domestic and global issues facing businesses today.

International students from different countries at Asia Univ. will be invited to participate in the class to interact culturally and intellectually with local students to enhance mutual understanding in a multicultural setting.

### Grading Policy

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

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

### Weekly Syllabus (18 weeks)

Week	Contents	Teaching Hours
1	Course Introduction	Meeting Online Tuesday (2pm-5pm) Taiwan Time  3 hours
2 <u>Chapter 1</u>	<ol style="list-style-type: none"> <li>1. Describe and explain business and society as foundational concepts. Describe how society is viewed as the macro-environment.</li> <li>2. Explain the characteristics of a pluralistic society. Describe pluralism and identify its attributes, strengths, and weaknesses.</li> <li>3. Define a special-interest society and describe how it evolves.</li> </ol>	Meeting Online Tuesday (2pm-5pm) Taiwan Time  3 hours
3 <u>Chapter 1</u>	<ol style="list-style-type: none"> <li>4. Identify, discuss, and illustrate the factors leading up to business criticism and corporate response.</li> <li>5. What is the general criticism of business? How may the balance of power and responsibility be resolved? What is the changing social contract?</li> <li>6. Highlight the major focuses or themes of the book: managerial approach, business ethics, sustainability, and stakeholder management.</li> </ol>	Meeting Online Tuesday (2pm-5pm) Taiwan Time  3 hours

<p>4</p> <p><u>Chapter 2</u></p>	<ol style="list-style-type: none"> <li>1. Describe some early views of corporate social responsibility (CSR). Explain how CSR evolved and encompasses economic, legal, ethical, and philanthropic components. Explain the Pyramid of CSR.</li> <li>2. Articulate the traditional arguments both against and for CSR. Explain how the business case for CSR has strengthened the concept's acceptance.</li> <li>3. Describe how the concept of corporate social <i>responsiveness</i> differs from CSR.</li> </ol>	<p>Meeting Online Tuesday (2pm-5pm) Taiwan Time</p> <p>3 hours</p>
<p>5</p> <p><u>Chapter 2</u></p>	<ol style="list-style-type: none"> <li>4. Summarize how corporate social <i>performance</i> (CSP) became more popular. Describe how it is different than CSR. Elaborate on how it differs from corporate social <i>responsiveness</i>.</li> <li>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.</li> <li>6. Summarize the three perspectives on the relationship between corporate social performance (CSP) and corporate financial performance (CFP).</li> </ol>	<p>Online Self-Study 3 hours</p>
<p>6</p> <p><u>Chapter 2</u></p>	<ol style="list-style-type: none"> <li>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.</li> <li>8. Elaborate on the ages and stages of CSR. Define CSR Greenwashing and how it may lead to misleading reputational profiles of companies.</li> <li>9. Describe and characterize the socially responsible investing movement. Differentiate between negative and positive screens that are used in investment decisions.</li> </ol>	<p>Meeting Online Tuesday (2pm-5pm) Taiwan Time</p> <p>3 hours</p>
<p>7</p> <p><u>Chapter 3</u></p>	<ol style="list-style-type: none"> <li>1. Identify origins of the stakeholder concept by explaining what a stake is and what a stakeholder is.</li> <li>2. Explain who business's stakeholders are in primary and secondary terms.</li> <li>3. Differentiate among the three stakeholder approaches—strategic, multi-fiduciary, and synthesis.</li> <li>4. Identify and explain the three values of the stakeholder model.</li> </ol>	<p>Online Self-Study 3 hours</p>
<p>8</p> <p><u>Chapter 3</u></p>	<ol style="list-style-type: none"> <li>5. Name and describe the five key questions that capture the essence of stakeholder management.</li> <li>6. Explain major concepts in effective stakeholder management to include stakeholder thinking, stakeholder culture, stakeholder management capability, and stakeholder engagement.</li> </ol>	<p>Online Self-Study 3 hours</p>



	7. Describe the three strategic steps toward global stakeholder management.	
9 <u>Chapter 6</u>	<ol style="list-style-type: none"> <li>1. Distinguish between risk management, issue management, and crisis management.</li> <li>2. Describe the major categories of risk and some of the factors that have characterized risk management in actual practice.</li> <li>3. Define issue management and the stages in the issue management process.</li> </ol>	Online Self-Study 3 hours
10 <u>Chapter 6</u>	<ol style="list-style-type: none"> <li>4. Define Crisis management and identify four crisis stages.</li> <li>5. List and discuss the major stages or steps involved in managing business crises.</li> </ol>	Meeting Online Tuesday (2pm-5pm) Taiwan Time  3 hours
11 <u>Chapter 7</u>	<ol style="list-style-type: none"> <li>1. Describe the public's opinion of business ethics.</li> <li>2. Define business ethics, explain the conventional approach to business ethics and identify the sources of ethical norms in individuals.</li> <li>3. Analyze economic, legal, and ethical aspects of a decision by using a Venn model.</li> </ol>	Online Self-Study 3 hours
12 <u>Chapter 7</u>	<ol style="list-style-type: none"> <li>4. Identify, explain, and illustrate three models of management ethics.</li> <li>5. In terms of making moral management actionable, describe and discuss Kohlberg's three levels of moral development and Gilligan's ethics of care.</li> <li>6. Identify and discuss six major elements of moral judgment.</li> </ol>	Online Self-Study 3 hours
13 <u>Chapter 8</u>	<ol style="list-style-type: none"> <li>1. Identify and explain the different levels at which business ethics may be addressed.</li> <li>2. Enumerate and discuss the principles of managerial ethics and ethical tests for guiding ethical decisions.</li> <li>3. In terms of managing organizational ethics, identify the factors affecting an organization's ethical culture and provide examples of these factors at work.</li> </ol>	Online Self-Study 3 hours
14 <u>Chapter 8</u>	<ol style="list-style-type: none"> <li>4. Describe the best practices that management may adopt to improve an organization's ethical culture.</li> <li>5. Identify and explain concepts from "behavioral ethics" that affect ethical decision-making and behavior in organizations.</li> </ol>	Meeting Online Tuesday (2pm-5pm) Taiwan Time  3 hours

	6. Explain the cascading effect of moral decisions, moral managers, and moral organizations.	
15 <u>Chapter 9</u>	<ol style="list-style-type: none"> <li>1. Identify and describe what the new world of Big Data is all about and the implications it holds for business.</li> <li>2. Explain how social media have changed the world of business and technology.</li> <li>3. Discuss how surveillance is a new dimension to being a consumer and an employee and what its implications are for stakeholders.</li> </ol>	Online Self-Study 3 hours
16 <u>Chapter 9</u>	<ol style="list-style-type: none"> <li>4. Articulate an understanding of technology and the technological environment.</li> <li>5. Identify the characteristics of technology to include their benefits, side effects, and challenges in business.</li> <li>6. Comment on the relationship between technology and ethics.</li> </ol>	Online Self-Study 3 hours
17 <u>Chapter 9</u>	<ol style="list-style-type: none"> <li>7. Define information technology and discuss the issues relating to e-commerce in business.</li> <li>8. Define biotechnology. Identify the ethical issues involved in genetic engineering and genetically modified organisms (GMOs).</li> </ol>	Online Self-Study 3 hours
18 <u>Chapter 9</u>	<ol style="list-style-type: none"> <li>9. Discuss the concept of diversity management in the workforce and the evolution of its current paradigm.</li> <li>10. Chronicle the U.S. civil rights movement and minority progress in the past 50 years.</li> <li>11. Outline the essentials of the federal discrimination laws.</li> <li>12. Define and provide examples of the expanded meanings of employment discrimination, including disparate treatment and disparate impact, and issues in employment discrimination relating to race, color, nation origin, sex, age, religion, sexual orientation, and disability.</li> <li>13. Discuss the concept of affirmative action and current issues related to diversity management.</li> </ol>	Meeting Online Tuesday (2pm-5pm) Taiwan Time  3 hours
18  June 23  11:59 PM Taiwan Time	<p><b>ALL homework assignments are due!</b></p> <p><b>Last day of class!</b></p> <p><b>SYSTEM WILL CLOSE!</b></p> <p><b>Have a nice Summer!</b></p>	<p><b>11:59 PM</b></p> <p><b>Taiwan Time</b></p> <p><b>System will be closed</b></p>

# 12. Statistics (II)

**Department:** Business Administration

**Day of the Week:** Monday

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

**Grades:** Undergraduate Students

**Credits:** 3

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

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

**Instructor:** Tat Dat Bui (David), Li-Shiue Gau

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

## About the Course

The course introduces the basic concepts of statistics. Having said this, this course is the second semester of the whole year course of Statistics. The first two weeks will quickly review descriptive statistics, correlation, probability, normal distribution, and sampling distribution, which were covered in Statistics (I). This semester will start with the introduction of some concepts of confidence interval, inference statistics, significance test, comparison analyses, ANOVA, regression and nonparametric analysis. Students will be divided into groups for group discussion of issues/topics and assignment and practices. Excel, SPSS, and/or SAS software will be used.

## The Course Features

The course aims to cultivate students' analysis and problem-solving skills and professional skills. Upon the completion of the course, students will learn how to use statistics in daily lives and have the ability in telling statistical reports. Further, students can correctly apply statistical tools of analysis in their term papers or research projects, or for their thesis later. International students from different countries are welcome to join the class so that they can interact culturally and intellectually with local students to enhance global perspective and communication in statistics.

## Course Evaluation

- (1) Attendance and participation: 20%
- (2) Assignment and practices: 30%
- (3) Quiz: 15%
- (4) Mid-term exam: 15%
- (5) Final exam or report: 20%

### Weekly Syllabus (18 weeks)

Week	Contents	Teaching Hours
1	Introduction	3
2	Confidence interval	3
3	Significance test	3
4	Statistical inference	3
5	From Data Production to Inference	3
6	Inference about a Population Mean	3
7	Comparison of Two Groups	3
8	Comparison analysis	3
<b>9</b>	<b>Mid-term Exam</b>	<b>3</b>
10	Comparing Two Proportions	3
11	Inference about variables	3
12	Two Categorical Variables: The Chi-Square Test	3
13	Inference for Regression	3
14	Analysis of Variance	3
15	Nonparametric tests	3
16	Statistical process control	3
17	Review	3
<b>18</b>	<b>Introspection and Reflection of the Course, Final Exam</b>	<b>3</b>
<b>Total</b>		<b>54</b>

# 13. Auditing (II)

**Department:** Accounting and Information System

**Day of the Week:** Tuesday

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

**Grades:** 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@asia.edu.tw

## 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 involving 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.

## Course Evaluation

- (1) Midterm Exam: 25%
- (2) Final Exam: 30%
- (3) Oral Presentation: 25%
- (4) Class Involvement & Attendance: 20%

## Weekly Syllabus (18 weeks)

Week	Contents	Note
1	Introduction to the course curriculum and requirements	
2	Chapter 9: Audit Sampling	Group Assignment 1
3	Chapter 9: Audit Sampling	
4	Chapter 10: Cash and Financial Investment	
5	Chapter 10: Cash and Financial Investment	
6	Chapter 11: Accounts Receivable, Notes Receivable, and Revenue	Group Assignment 2
7	Chapter 11: Accounts Receivable, Notes Receivable, and Revenue	
8	Review	
<b>9</b>	<b>Mid-term Exam</b>	
10	Review mid-term exam paper	
11	Chapter 12: Inventories and Cost of Goods Sold	Group Assignment 3
12	Chapter 12 Inventories and Cost of Goods Sold	
13	Chapter 13 Property, Plant and Equipment: Depreciation and Depletion	
<b>14</b>	<b>Final Exam</b>	
15	Chapter 13 Property, Plant and Equipment: Depreciation and Depletion	
16	Auditors' Reports	
17	Auditors' Reports	
18	Review	

# 14. Behavior Economics

**Department:** Finance

**Day of the Week:** Monday

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

**Grades:** Undergraduate Students

**Credits:** 3

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

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

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

**E-mail:** changjp@asia.edu.tw

## About the Course

Over the past several 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 models attracted the huge attentions of the academia. Behavioral decision model studies how real-life investors interpret and act on available information and gives rise to optimization. In this course students will be able to identify and apply the concepts of behavioral investment and economy interaction with environment to their own lives and to contemporary events. In particular, they will be able to enhance their decision-making by reducing bias in their financial and investment decision-making. This course will be of particular interest to students interested in pursuing a major or career in economics and finance. The ultimate goal is to enable students to wisely and effectively make right behavioral decisions.

## The Course Features

Tests in empirical data demonstrate that behavioral decision model may significantly change over interaction between agent and dynamic environment. This course gives the students both theoretical and practical understanding of behavioral decision models. Various topics include fundamentals of probability measure and statistics, introduction to loss and utility function, optimization in AI, discussions in market efficiency and biased behavioral decision models, option game and Bayesian analysis, Arrow-Debreu security state price and risk neutral assessment, Bellman equation and dynamic programming, classification in deep learning, big data analytic and digital economic in management. It will also provide students with knowledge and skills in applications of the theories and are emphasized throughout the course.

## Weekly Syllabus (18 weeks)

Week	Contents	Teaching Hours
1	Introduction to Valuation	3
2	Financial Market Efficiency and Behavioral Decisions	3
3	Real Investment and Real Option	3
4	Decision Model based on Utility Function and Loss Function	3
5	Arrow-Debreu Security State Price and Risk Neutral Evaluation	3
6	Markov Dynamic Process, Bellman Equation and Dynamic Programming	3
7	Temporal Difference and Monte Carol Simulation	3
8	Bayesian Decision Network	3
<b>9</b>	<b>Midterm Exam</b>	<b>3</b>
10	Linear Model, Logistic Model, ReLU Model in Machine Learning	3
11	Supervised Learning, Unsupervised Learning, Reinforcement Learning	3
12	Fintech in AI	3
13	Big Data Analytic in Management	3
14	Overconfidence, Mental Account and Disposition Effect	3
15	Asset Pricing Model with Quasi Hyper Discounting	3
16	Presentation	3
17	Presentation	3
<b>18</b>	<b>Final Exam</b>	<b>3</b>
<b>Total</b>		<b>54</b>

### 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	10	
Assignments and Quiz	20	
Presentation	60	
Others	10	Participation

### Teaching Methods:

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



# 15. Economy Investment and Taiwan Culture

**Department:** Finance

**Day of the Week:** Wednesday

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

**Grades:** Undergraduate Students

**Credits:** 3

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

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

**Instructor:** Dr. Chang Chun-Ping, Dr. Azmin 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 course 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 (18 weeks)

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
<b>9</b>	<b>Midterm Report</b>	<b>3</b>
10	Real Investment and Real Option	3
11	Real Option and Game Theory	3
12	Foreign Exchange, FDI Investment and MNC Exit and Entry	3
13	Taiwan's Religion Culture	3
14	Taiwan Heritages in Tour Culture	3
15	Taiwan's Night Market Economic Culture	3
16	Presentation I	3
17	Presentation II	3
<b>18</b>	<b>Final Report</b>	<b>3</b>
<b>Total</b>		<b>54</b>

### 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. \*Investment and Asset Pricing

Department: **Finance**

Day of the Week: **Tuesday**

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

Grades: **Undergraduate Students**

Credits: **3**

Teaching Mode: **EMI, synchronous/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 (18 weeks)

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

### 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

# 17. \*Real Option

**Department: Finance**

**Day of the Week: Monday**

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

**Grades: Undergraduate Students**

**Credits: 3**

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

**Course Fee: US\$ 250**

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

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

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

## **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 (18 weeks)

Week	Contents	Teaching Hours
1	Introduction to the course	3
2	Understanding Risk and Return	3
3	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
<b>9</b>	<b>Midterm Report</b>	<b>3</b>
10	Real Option with Capital Structure	3
11	Real Option with Tax	3
12	Real Option with Asymmetric Information	3
13	Real Option with Competition	3
14	Real Option with Externality	3
15	Real Option with Acquisition	3
16	Presentation (I)	3
17	Presentation (II)	3
<b>18</b>	<b>Final Report</b>	<b>3</b>
<b>Total</b>		<b>54</b>

### 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

# 18. Cultural Tourism

**Department:** Leisure and Recreation Management

**Day of the Week:** Tuesday

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

**Grades:** Undergraduate Students

**Credits:** 3

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

**Class Limit:** 70 students

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

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

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

## About the Course

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

## The Course Features

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

## Course Evaluation

- (1) Attendance: 50%
- (2) Midterm paper: 25%
- (3) Final Presentation: 25%

## Weekly Syllabus (18 weeks)

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



# 19. Leisure and Recreation Industry Development Trend

**Department:** Leisure and Recreation Management

**Day of the Week:** Friday

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

**Grades:** Senior & Graduate Students

**Credits:** 3

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

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

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

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

## About the Course

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

## The Course Features

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

## Course Evaluation

- (1) Attendance and participation: 15%
- (2) Assignment and practices: 15%
- (3) Posts and Replies: 20%
- (4) Quiz: 10%
- (5) Mid-term report: 20%
- (6) Final-report: 20%

## Weekly Syllabus (18 weeks)

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

# 20. Leisure and Recreation Studies and Research Methods

**Department:** Leisure and Recreation Management

**Day of the Week:** Tuesday

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

**Grades:** Junior, Senior & Graduate Students

**Credits:** 2

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

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

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

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

## About the Course

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

## The Course Features

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

## Course Evaluation

- (1) Attendance and participation: 20%
- (2) Assignment and practices: 30%
- (3) Quiz: 15%
- (4) Mid-term exam: 15%
- (5) Final exam or report: 20%

## Weekly Syllabus (18 weeks)

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



**College of  
Humanities and Social  
Sciences**

# 21. Multiculturalism and Global Perspective

**Department:** Center of General Education

**Day of the Week:** Tuesday

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

**Grades:** Undergraduate Students

**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.

## Course Evaluation

- (1) Midterm: 30%
- (2) Final: 30%
- (3) Group Presentation: 30%
- (4) Attendance: 10%

## Weekly Syllabus (18 weeks)

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 Watch Robinson TED: "How schools kill creativity?"	2
3	Globalization: Pros & Cons Watch Tim Cook Speech for Duke Univ.'s 2018 Commencement	2
4	Asia University (AU) "318" Internationalization Strategies	2
5	Introducing " <i>The World Is Flat</i> ," Introduction of India	2
6	" <i>The World Is Flat</i> " Ch. 1 & 2 Introduction of Japan	2
7	One Belt One Road Initiative: Pros & Cons Introduction of Mongolia	2
8	Review of Weeks 1-8	2
9	<b>Mid-term Exam</b>	2
10	What Is Culture? What Is Multiculturalism? Watch Steve Jobs TED: "Stay Hungry, Stay Foolish"	2
11	What Is Culture? (con.) What Is Multiculturalism? (con.) Discussion of Student's Individual or Group Work Introduction of Vietnam	2
12	History of the English Language Introduction of ASEAN	2
13	English and Globalization, Introduction of Europe	2
14	Introducing "New Southbound Policy", Introduction of Europe (con.)	2
15	Chapter 11 of " <i>The World Is Flat</i> ", Introduction of Africa	2
16	Group Final Presentation	2
17	Group Final Presentation	2
18	<b>Introspection and Reflection of the Course, Final Exam</b>	<b>2</b>
<b>Total</b>		<b>36</b>

## 22. English Composition VI

**Department:** Foreign Languages and Literature

**Day of the Week:** Thursday

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

**Grades:** Junior & Senior Students

**Credits:** 2

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

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

**Class Limit:** 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](mailto:jeaniemao@asia.edu.tw)

### About the Course

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

### The Course Features

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

University graduates now compete with worldwide counterparts to enter graduate programs, and well written Statement of Purpose can better present one's strengths and research interests. Starting from listing the highlights of one's university life, the instructor will also introduce happenings while studying abroad, so students will gain the upper hand in future academic career.



## Course Evaluation

- (1) Attendance + Learning Progress Record: 20%
- (2) 1st Essay (Compare & Contrast): 15%  
 “The Most and Least Beautiful Scenes in the World”  
 (A 3-paragraph essay submitted to Tronclass)
- (3) Midterm: 2nd Essay (Problem-Solution): 25%  
 (A 4 to 5-paragraph essay uploaded to Tronclass)
- (4) Statement of Purpose: 15%  
 (The cover letter should be one-page long)
- (5) Final: Argument Essay: 25%  
 (A 5-paragraph essay submitted to Tronclass)

## Weekly Syllabus (18 weeks)

Week	Contents	Note
1	Course Introduction; Brainstorming on “The Ugliest Scene I Have Witnessed”	
2	Textbook Unit 3: Comparison Essays	
3	Review the components of an essay; Selective exercises from textbook Unit 3: Comparison Essays; Individual discussion on comparison essay	
4	**Upload 1st essay to Tronclass by Monday in Week 4**; Writing thesis statement; Textbook Unit 3: Comparison Essays; Feedback on comparison essay	
5	Unit 3: Comparison Essays; Grammar Review; Feedback on comparison essay; Brainstorming on Problem-Solution essay	
6	No synchronous class in Week 6 => Watch video and complete on-line exercises; Unit 5: Problem-Solution Essays	
7	*(Essay draft due)*; Unit 5: Problem-Solution Essays; Study a Problem-Solution essay example; Individual discussion on Problem-Solution essay	

8	Unit 5: Problem-Solution Essays; Individual discussion on Problem-Solution essay	
9	<b>**Upload the complete 2nd essay (Midterm) to Tronclass by Monday in Week 9;</b> Study a Statement of Purpose example; Feedback on Problem-Solution essay	
10	How to highlight your features in your Statement of Purpose; Read a sample of Statement of Purpose; Individual discussion on interested programs	
11	No Synchronous Meeting this week => Watch video and complete online exercises	
12	Read an article on famous universities; Individual discussion on Statement of Purpose	
13	Unit 4: Argument Essays; Individual discussion on Statement of Purpose	
14	<b>**Upload Statement of Purpose to Tronclass by Monday in Week 14 **;</b> Unit 4: Argument Essays; Brainstorming on Argument essay	
15	Unit 4: Argument Essays; Study an Argument essay example; Individual discussion on Argument essay	
16	Grammar/Vocabulary Review: Argument essays; Individual discussion on Argument essay; *(Final Essay outline due)*	
17	Study a response example in textbook; Individual discussion on Argument essay; *(Final Essay draft due)*	
18	<b>**Final Essay – Argument due**;</b> Feedback on Argument essay	

## 23. Business Planning in English

**Department:** Foreign Languages and Literature

**Day of the Week:** Tuesday

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

**Grades:** Undergraduate Students

**Credits:** 2

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

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

**Instructor:** Jun Chen Hsieh

**E-mail:** [curtis3883@asia.edu.tw](mailto:curtis3883@asia.edu.tw)

### About the Course

This course is designed to help prepare future entrepreneurs to communicate their business idea in cross-cultural business contexts. This course will guide them through the process of profiling customers and determining the target market for their goods or services. With this as a background, future entrepreneurs will be able to develop a complete business plan for their business venture including all of the financial components, competitive analyses, and customer profiles.

### The Course Features

The course accomplishes its goal by teaching students how to develop their business implementation plan. Students will be engaged in collaborative tasks, including case study solving and business plan drafting. In addition, peer discussion and oral presentation will be used to guide students to cultivate communication skills in business English that cater to intercultural contexts, ultimately enhancing competitiveness in future workplaces.

#### ● Mid-term case study introduction video:

The mid-term group presentation will be asking you to present a case study, where you'll show the class how to deal with the given challenge. It starts with the background of the case (such as a multinational company looking for a new manager to increase the revenue in Brazil, an international company searching for a place for the annual meeting). Then, you move to the introduction of the options (3 or 4 locations, candidates, strategies...). Think about the advantages and disadvantages of those options. Finally, your group will come up with something appropriate to the case. You need to prepare a PPT file including everything that you think important. The presentation should be around 12 minutes. Imagine it as a company meeting where you show to

your colleagues all the information, options, and the final decision. Once the project is done, have a Microsoft Teams meeting (or any online meeting tools you like), record your introduction, make it a video, and upload the video file to TronClass.

- **Final business planning:**

In the final business planning, your group will come up with a business plan where your group shows the proposed good or service, designs the product logo, analyzes the potential markets, assesses the impact of competitors, defines the needs of potential customers, produces promotional strategies, and makes business projections. For the last three weeks, we'll have each group go with the presentation. The presentation should be around 15 minutes. Imagine that you're competing against other entrepreneurs in Shark Tank persuading potential investors into buying your ideas. Since three weeks will be arranged for this, we'll be able to have time for the Q&A.

- **Learning Outcomes**

- A. Identify, develop and evaluate a business idea.
- B. Acquire the entrepreneurial skills required to gather and analyze industry information, potential markets, assess the impact of competitors and define the needs of potential customers.
- C. Analyze the environment or industry in which the proposed business will exist.
- D. Evaluate the feasibility of a business plan.
- E. Create a customer profile.
- F. Analyze the competition and determine their impact on your proposed business venture.
- G. Produce strategies to address the competition.

### **Course Evaluation**

- (1) Attendance: 20%
- (2) In-class participation: 10%
- (3) Case study: 30% (taken as the mid-term score)
- (4) Business planning: 40%

## Weekly Syllabus (18 weeks)

Week	Contents	Notes
1	Orientation	
2	Coming up with a winning idea for your business plan	
3	Products and/or services	
4	You and your team	
5	Researching competitors	
6	Researching customers	
7	A plan for market research	
8	Designing the logo	
<b>9</b>	<b>Mid-term case study presentation</b>	
10	Pricing	
11	Advertising and promotion	
12	Competing outline	
13	The selling methods plan	
14	Making business projections	
15	Reflection	
<b>16</b>	<b>Final presentation</b>	
<b>17</b>	<b>Final presentation</b>	
<b>18</b>	<b>Final presentation</b>	

## 24. Topics in Contemporary Literature

**Department:** Foreign Languages & Literature

**Day of the Week:** Thursday

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

**Grades:** Junior, Senior & Graduate Students

**Credits:** 3

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

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

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

**Instructor:** Prof. Yinghuei Chen

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

### About the Course

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

### The Course Features

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

## Course Evaluation

- (1) Midterm: 30%
- (2) Final: 30%
- (3) Essay (5-6 pages): 30%
- (4) Participation: 10%

## Weekly Syllabus (18 weeks)

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

# 25. Literary and Film Genres, East and West

**Department:** Foreign Languages and Literatures

**Day of the Week:** Tuesday

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

**Grades:** Graduate Students

**Credits:** 3

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

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

**Instructor:** Earl Jackson, Jr.

**E-mail:** earljackson@asia.edu.tw

## About the Course

A selective survey of several significant literary and cinematic genres. We will consider how the genres are constructed and their uses as a means of expression, paying close attention to cross-cultural transformations of the form. Because we cover both literary and film genres, we will look at the forms and practices specific to each medium. By including texts from both western and Asian cultures we will attempt both local and comparative studies of the categories and how they are realized specifically.

## The Course Features

The course will survey several forms of texts, and focus on the relation between meaning and contexts. The course aims to develop critical analytical skills in reading and to enable students to engage with the material on several disciplinary levels.

The course will encourage students' confidence and creativity in critical reading methods and advance their understanding of several major theoretical traditions.

## Course Evaluation

- (1) Midterm Report: 30%
- (2) Final Report: 30%
- (3) Oral Report: 20%
- (4) Class Involvement: 20%



### Weekly Syllabus (18 weeks)

Week	Contents	Teaching Hours
1	Introduction: Overview of Course. Classic Genres in Literature; Literature and Paraliterature; Description and Histories of Genre	3
2	Melodrama I US	3
3	Melodrama II Germany	3
4	Melodrama III Japan	3
5	Science Fiction I	3
6	Science Fiction II	3
7	Film Noir	3
8	Review of Week 1-7	3
<b>9</b>	<b>Mid-term Exam Week</b>	<b>3</b>
10	Yakuza/Crime Film I	3
11	Yakuza/Crime Film II	3
12	Youth Film I	3
13	Youth Film II	3
14	The Literary Short Story	3
15	The Horror Film	3
16	The War Film	3
17	The Musical, and Summary	3
<b>18</b>	<b>Final Exam Week</b>	<b>3</b>
<b>Total</b>		<b>54</b>

# 26. Community Work & Community Care in Taiwan

**Department:** Social Work

**Day of the Week:** Monday

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

**Grades:** Junior & Senior Students

**Credits:** 3

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

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

**Instructor:** Shuchuan Liao, Songlin Huang

**E-Mail:** slh4221@gmail.com

## About the Course

### A. Cognitive

- a. To understand the meaning of community work & community care,
- b. To understand the meaning of community organization, community development and community care,
- c. To understand the historical development and the state of art of community development and community care in Taiwan,
- d. To understand the meaning of welfare community-oriented policy and social care.

### B. Skills

- a. Skills for collecting and recording community work & community care information,
- b. Skills for observing the community work & community care,
- c. Skills for interacting with people,
- d. Skills for writing community work & community care reports.

### C. Effects

The instructors first guide the students to see the Community Work & Community Care in Taiwan, and then students are able to describe their own community, and see the people who have worked hard for the community. Then they look at their own communities again with the theoretical knowledge in the classroom, which triggers the motivation to participate in community work & community care services.

## The Course Features

This course is divided into two parts. The first part is an introduction to Taiwan's community development and community care, as well as the concept of community work and the models of

community work. The second part will take students to the community to pick up the whole picture of community work and help students understand the practical work situation. We arrange 5 communities in total, representing different types of community development in Taiwan.

The mid-term report and the final report respectively present the results of the action and learning phases. Students are encouraged to organize and reflect what they have learned and report in class. On the one hand, to train your own expression skills and also accept feedbacks from teachers and interactive learning with classmates' questions and feedbacks. The feature of this course design is to put social welfare into the community at this stage, so that students can understand Taiwan's community social work major in community work & community care practice.

### Course Evaluation

- (1) Class attendance: 10%
- (2) Class involvement: 10%
- (3) Group oral report: 10%
- (4) Learning gain and introspection report: 10%
- (5) Mid-term report: 30%
- (6) Final report: 30%

### Weekly Syllabus (18 weeks)

Week	Contents
1	Course content introduction and discussion, to understand learners' expectations for the course
2	Introduction to the community work in Taiwan
3	Introduction to the community care in Taiwan
4	SDGs and community work & community care
5	Taiwan Healthy Community 6 Stars Plan
6	Nice Community, Changhua County
7	Chu-Lin Community, Changhua County
8	Community Resource Center, Definition of Community
<b>9</b>	<b>Mid-term presentation</b>
10	ShiCho Community, Taichung City
11	Taomi Community, Puli Township
12	Futian Community, Changhua City
13	Taiwan Indigenous Dinavun Development Association
14	INGO Center, Asia University
15	Community Empowerment Center in Taichung City
<b>16</b>	<b>Final Report 1, Final presentation on TEAMS (with .ppt file)</b>
<b>17</b>	<b>Final Report 1, Final presentation on TEAMS (with .ppt file)</b>
18	Semester Review



**College of  
Creative Design**

# 27. Low-Code Computational Creativity

**Department:** Interior Design

**Day of the Week:** Wednesday

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

**Grades:** Undergraduate Students

**Credits:** 2

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

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

**Instructor:** Sheng-Cheng Shih

**E-mail:** scshih@asia.edu.tw

## About the Course

The course starts with the introduction of low-code computational art concepts, such as creating interactive art through code, visual art, generative art, and then invites the international students at Asia University to present their best computational art works. Students will be divided into groups for group discussion, and coding practice assignment as well as issues/topics for group presentation at the end of the course will be announced in progress.

## The Course Features

The course aims to equip students with the basic rules of coding, to develop their computational thinking, logics and math, while making computational art works, upon the completion of the course students will learn how to do coding in a creativity way.

International students from different countries at Asia Univ. 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.

## Course Evaluation

- (1) Attendance and Intensive Interaction: 35%
- (2) 4 individual practice: 4 x 10%= 40%
- (3) Final group presentation: 25%

## Weekly Syllabus (18 weeks)

Week	Contents
1	Introduction of the Course, Computational art in P5.js will coding right on webpage without other installation software needed. P5.js and “openprocessing.org” computational art gallery introduction
2	<u>Simple Shapes and animation 01</u> - Learn about the basics of p5.js, functions and variables.
3	<u>Simple Shapes and animation 02</u> - Learn about the basics of p5.js, functions and variables.
4	<u>Simple Shapes and animation 03</u> - Learn about the basics of p5.js, functions and variables.
5	Practice assignment report 01: <b>Simple Shapes and animation.</b>
6	<u>Making a paint application 01</u> - Learn to make your own version on MS Paint while also learning more about variables and if statements
7	<u>Making a paint application 02</u> - Learn to make your own version on MS Paint while also learning more about variables and if statements
8	<u>Making a paint application 03</u> - Learn to make your own version on MS Paint while also learning more about variables and if statements
9	Practice assignment report 02: <b>Making a paint application</b>
10	<u>Generative Patterns 01</u> - We will create patterns with code, and learn about for loops.
11	<u>Generative Patterns 02</u> - We will create patterns with code, and learn about for loops.
12	<u>Generative Patterns 03</u> - We will create patterns with code, and learn about for loops.
13	Practice assignment report 03: <b>Generative Patterns</b>
14	<u>Interactive art 01</u> - Create mouse-oriented interactive art using code, images and your mouse! We will learn a few more algorithms in this module, along with how to use and manipulate images cooperated with mouse by code.
15	<u>Interactive art 02</u> - Create mouse-oriented interactive art using code, images and your mouse! We will learn a few more algorithms in this module, along with how to use and manipulate images cooperated with mouse by code.
16	<u>Interactive art 03</u> - Create mouse-oriented interactive art using code, images and your mouse! We will learn a few more algorithms in this module, along with how to use and manipulate images cooperated with mouse by code.
17	Practice assignment report 04: <b>Interactive art</b>
18	<b>Final term</b> <b>Final group presentation</b>

## 28. \*Product Semantics

**Department:** Creative Product Design

**Day of the Week:** Tuesday

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

**Grades:** Undergraduate Students

**Credits:** 2

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

**Course Fee:** US\$ 200

**Instructor:** 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

This course emphasizes practicality and is more about design methods, such as the role of product instructional semantics on the human operation and emotional semantics on human emotions, which can enhance human-centered design. The semantic design relies on the synesthesia produced by the mutual influence of semantic stimuli on different senses. The course uses contrasting techniques, such as modifying existing products to generate new semantic meanings, thus allowing students to comprehend how each shape link influences a semantic feature. 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 and find a design breakthrough that suits their purpose in a relatively short period of time.

### The Course Features

Students will have an easier access to the basic knowledge of semantics if it is communicated in a more cordial manner and if some semantic design methods are succinctly summarized.

### Course Evaluation

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

### Weekly Syllabus (18 weeks)

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



# 29. Research Methods

**Department:** Visual Communication Design

**Day of the Week:** Tuesday

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

**Grades:** Undergraduate Students

**Credits:** 2

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

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

**Instructor:** Chi-Wen Lung

**E-Mail:** cwlung@asia.edu.tw

## About the Course

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

## The Course Features

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

## Course Evaluation

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

### Weekly Syllabus (18 weeks)

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



**Chinese  
Language Center**

# 30. Basic Chinese I

**Department:** Chinese Language Center

**Day of the Week:** Monday

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

**Grades:** Undergraduate & 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

This course is based on TOCFL basic grammar and vocabulary. Through dialogues in text scenarios and practical application of communication, students will master basic sentence patterns through role-play and other classroom activities. Various listening exercises and oral conversations will be carried throughout the semester; students can facilitate the resources provided by the instructor while self-learning Mandarin Chinese anywhere in the world.

## The Course Features

The course provides comprehensive learning experience that adopts communicative language teaching and tasked-based learning to boost the learner's Chinese ability. Lessons are authentic daily situations to help the learners in natural context. Vocabulary and grammars are presented and explained in functional and systematical perspectives. Classroom activities have specific learning objectives to help fortify learning while having fun.

## Course Evaluation

- (1) Attendance: 20%
- (2) Participation: 20%
- (3) Presentation: 10%
- (4) Midterm Examination: 25%
- (5) Final Examination: 25%

## Weekly Syllabus (18 weeks)

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

# Application Procedure

Deadline: **Jan. 13th, 2023**

1. Partner universities help deliver the lists below to Ms. Tina Chang at [tina840716@asia.edu.tw](mailto:tina840716@asia.edu.tw) before January 13, 2023.
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	<a href="mailto:tina840716@asia.edu.tw">tina840716@asia.edu.tw</a>
9	<b>Courses Selected</b>	<b>#9, #23</b>



Office: International College, Asia University

Contact Person: Tina Chang

E-mail: [tina840716@asia.edu.tw](mailto:tina840716@asia.edu.tw)

Address: 500, Lioufeng Rd., Wufeng, Taichung 41354, Taiwan

Website: <https://ci.asia.edu.tw/bin/home.php>