Business News and Analysis (BNA-EMI)

English-as-a-Medium of Instruction (EMI)

Semester: 1111   Instructor: Shihmin Lo, Ph.D.

Course#: 125166 (1, g)   Instructor's Room: MGMT 5059

Credit Units: 3   E-mail: smlo@ncnu.edu.tw

Time: 3bcd   Office Hour: 3ze, by appointment

Location: MGMT 213   TAs: Vivi Lu (s109212001), Avery Wu (s110212007)

I.   Course Overview:

We are in an age of transition, both in Taiwan and globally, especially after experiencing the outbreak of COVID-19 over the recent years. How would our college of management in this university set up an updated vision of teaching and coaching students in the face of this fast-changing environment?

For undergraduate students, (1) exploring emerging business opportunities and management best practices **with purposes**, (2) combining innovative ideas and knowledge learned from **everyday cases happened in the world**, and (3) to establish self-directed learning routines in preparing yourselves **for being life-long learners** are the three major urged missions in your college life. On the other hand, for graduate students, (1) specializing in a chosen business field or management function based upon your previous undergraduate studies and experiential learning within or outside of business and management domains, and (2) to become the self-motivated, professionally capable, and ethically accountable contributors **to your future career and the society** are the most decent reasons in your pursuit of a graduate degree.

This course, taught in English since Spring 2016 in this school, aims to facilitate a friendly all-in-English learning environment to expose students to macro-environmental and industry issues, newly emerging business models, and entrepreneurship, locally in Taiwan and internationally around the world. Students in any academic backgrounds or grade-year levels, who are interested in learning business venturing process, entrepreneurial leadership, and management practices in today's digital/network economy, are all greatly welcome. A **free online collaborative Mindmap tool (Coggle)** and a **massive open online course (MOOC)** are integrated into this course to help students analyze, discuss and orally present business news and cases individually and collectively as effective team learners.

Upon finishing this course, students are expected to be confident and competent of English learning, as well as English language skills, on new business models, management practices, industry trends, and entrepreneurship.

II. Course Material:

    A. <u>Textbook:</u> None

    B. <u>References:</u>

       1. Free online collaborative Mindmap: *Coggle*, https://coggle.it/.
          Please look at the quick start guide (https://youtu.be/OGNHgdsLJAs) made
          by our capable TAs and then start to create your own Coggle account.
       2. Massive Open Online Courses (MOOCs) on Coursera:
          [ECD] *English for Career Development,* University of Pennsylvania,
          https://www.coursera.org/learn/careerdevelopment/home/welcome
       3. *Rachel's English*,
          https://www.youtube.com/channel/UCvn_XCl_mgQmt3sD753zdJA.

III. Learning Approach: Flipped Classroom, Problem-Based Learning (PBL)

    A. <u>Before-Class Group Discussion & Mindmap Creation:</u>

       1. All registered students are arranged into <u>6-8 study groups of 6-8 persons (estimated)</u> with an intent to mix up personal diversities and academic backgrounds to help nurture mutual learning among group members, which is critical to the success of this course.

       2. Video clips, news articles or cases are assigned to each week, subject to change, as the course schedule goes. Students need to watch and read assigned material by themselves individually first, then engage in group discussion, and preparing for oral presentation and follow-up Q&A in front of the class.

       3. A free online collaborative Mindmap tool, *Coggle*, will be used to analyze and write up key points in a logic and structured way as a teamwork. Professor Lo (jimmylo.ntu@gmail.com, NOT his NCNU e-mail) and TAs (as shown on the page 1) shall be added into each piece of the study group's Coggle mindmaps so that they are able to help improve the students' learning along the process.

       4. In general, <u>(1) new vocabulary and phrases, (2) uneasy pronunciation and speaking, (3) unfamiliar business terms and ideas, and (4) further information related to the topic studied of the week</u> should be highlighted in your Coggle mindmap. Don't forget the group number and names of the group members.

    B. <u>In-Class Presentation & Discussion</u>

       1. Study groups will orally present in class, in turn, with the help of Mindmap, *Coggle*. Each student of the group shall orally present for <u>2-3 minutes</u> and hence <u>15 minutes in total as a group</u> in describing and explaining assigned

materials and then answering questions from the audience at the end of presentation for another 5 minutes in general.

2. In the meantime, students of other study-groups in the audience shall actively engage themselves in the whole process as responsible listeners who may raise questions, provide answers, and get ready to be cold called.

3. Additional activities such as invited talks from outside speakers, field trips to local businesses, or English debate observation/practice will be arranged when resource and time are available.

4. A Peer Review (PR) will be implemented at the end of the semester to fairly assess personal contribution to her/his study-group.

5. Due to the potential restrictions of the pandemic and the classroom capacity while keeping students in social distancing, this course may be moved online as required and conducted in a hybrid model, half in person and the other half online. Every student must prepare microphone (mute as the default) and camera (on as the default) to function well along with the online part of this class.

C. After-Class Review & Autonomous Learning:

1. Students are highly suggested to formally register MOOCs: *"English for Career Development"* and accomplish all requirements to earn the certificate.

2. Students are strongly encouraged to review their group mindmaps along with the professor's comments (blackboard note) during and after class, to gather and analyze additional information, to interact with each other on Moodle discussion forums and to contribute to the class.

3. All kinds of write-ups in any topic for students' autonomous learning are highly welcome, which serve as a bonus assignment (BA) either prepared in English for 1 page or in Chinese for 2 pages, or illustrated in a Coggle mindmap.

4. You are also welcome to record your own English-speaking practice for 3 minutes as a BA by sharing it on Moodle's designated forum. Each BA can get *1 additional point* at most to the maximum of *10 points in total* for the whole semester.

IV. **Evaluation Criteria:**

A. Grading Structure:

1. Mindmap & Oral Presentation (OP): **30%** (in group)
2. Term Project (TP) & Video Competition: **20%** (in group)
3. Peer Review (PR): **25%** (in person, as a compensation to OP and TP)

4. Participation, both online and offline (PT): **25%** (in person)

5. Bonus Assignment (BA): additional **10** points at most

B. Code of Class Presence

1. Please file a request for any absence on Moodle's designated forum in advance or within one day of the class at latest, if the student can't show up on time or need to leave the class early for more than one session hour (e.g. 50 minutes). Example: 2/24, IBS 3/ David Yang, a sick leave of absence.

2. Students on leave may submit a *1* (at minimum) page Self-study Note per hour of absence, either in PDF or Coggle format, within *1* week to waive deduction on participation score.

3. In addition, students are required to browse Moodle regularly at least once a week. The rules of participation above also apply.

V.   Course Schedule:

S1 (9/14): Course Orientation & Team Building

- Syllabus overview
  - ✓ Personal Introduction of Prof. Lo
  - ✓ Everyone – Personal Information Form (by JotForm)
  - ✓ Everyone – Personal Introduction, 1-minute video (playlist on YouTube)
  - ✓ Leader – Group Information Form, mixed backgrounds (by JotForm)
- ☐ Introduction of Moodle, Code of Class, and BigBlueButton (BBB)
- ☐ Introduction of Coggle mind-map (by TA Wendy)
- ☐ Registration process and Application for a tuition waiver of Coursera (by TA Eva)

S2 (9/21): MOOCs (Massive Open Online Courses) – Freemium pricing

- Welcome to Coursera
- How Edx works
  - ✓ Bring your laptop and create your first group Coggle in class!
  - ✓ Your first oral presentation in front of the class ^^

S3 (9/28): ENGLISH SPEECH

- TAYLOR SWIFT: Cringe is Unavoidable (English Subtitles)
- ☐ NYU's 2022 Commencement Speaker Taylor Swift
- ☐ 泰勒絲獲紐約大學「榮譽博士」演講全文！超實用建議：「學會取捨、擁抱尷尬、努力才是最酷的」

S4 (10/5): Business Model – VPC framework & Business Model Canvas

- VPC Framework and the Value System: Value Proposition, Creation, Appropriation, and Sustainability. (Lecture talked in Mandarin Chinese)
- Business Model Canvas Explained, https://www.youtube.com/watch?v=QoAOzMTLP5s

S5 (10/12): Green Transition

- Formosa I – the first commercial scale offshore wind farm in Taiwan
- Formosa Offshore wind farm

S6 (10/19): Gogoro

- GOGORO swappable batteries – CEO Horace Luke interview, https://youtu.be/mddSKhlKUcA
- Next stop, Nasdaq! EV battery-swapping network Gogoro is going public, https://electrek.co/2021/09/16/next-stop-nasdaq-ev-battery-swapping-network-gogoro-is-going-public/

S7 (10/26): China's Economy: Will the Bubble Burst?

- Why China's Evergrande Has Global Markets on Edge (WSJ) https://www.youtube.com/watch?v=9BPgd2KdMRU
- Leasing Service Woes: Chinese rental specialist Danke struggles to get its house in order https://reurl.cc/RbyZ89

S8 (11/2): Ultra-Fast Fashion: SHEIN and its controversy

- The People's Republic of Shein
- The dark side of Shein's success | China Tonight | ABC News

S9 (11/9): Term Project Plan

- TP Topic and Discussion in Class
  - ✓ Introduction of the Rule of Contest
  - ✓ Introduction of video maker/editor tools (by TA Eva and Vanessa).
- ☐ Bonus Reading: Business Opportunities in the Aged Society (in Chinese), https://www.hbrtaiwan.com/article_content_AR0008850.html

S10 (11/16): Cashier-less Store and New Retail

- Introducing Amazon Go and the world's most advanced shopping technology. https://youtu.be/NrmMk1Myrxc
- Alibaba's Hema grocery stores are changing retail, https://youtu.be/UDIvWdwVZMg

S11 (11/23): Term Project Proposal

- TP Proposal: Background, Motivation, Objectives.

☐ Bonus Reading: Organizational Transformation (in Chinese), https://www.hbrtaiwan.com/article_content_AR0009436.html

S12 (11/30): Shared Lodging – Airbnb

- How Airbnb designs for trust｜Joe Gebbia, https://youtu.be/16cM-RFid9U
- Scaling Product｜Joe Gebbia and Reid Hoffman. https://www.youtube.com/watch?v=TCA_7RVo7Uo

S13 (12/7): Ride-Hailing & Delivery – Grab

- Grab App's Anthony Tan on Solving Big Problems, https://youtu.be/Y4StAx_-rus
- Singapore's Grab Falls After Reporting Wider-Than-Estimated Loss

S14 (12/14): TSMC

- Why the U.S. is So Interested in Taiwan
- CNN: On GPS: Can China afford to attack Taiwan?
- CNN: On GPS: Taiwan's tech under threat?
- ☐ Stanford Engineering Hero Lecture: Morris Chang in conversation with President John L. Hennessy, https://youtu.be/wEh3ZgbvBrE

S15 (12/21): Tesla (+SolarCity) and SpaceX

- Elon Musk: The mind behind Tesla, SpaceX, SolarCity …, https://youtu.be/IgKWPdJWuBQ
- ☐ Watch: SpaceX Launches Inspiration4 All-Civilian Crew into Orbit, https://youtu.be/2c5muMCsDGg

S16 (12/28): TP Video Contest & Awards

- Between-group TP Evaluation (by JotForm)
- TP Award Ceremony
- Within-group Peer Review of your group (by JotForm)

S17 (1/4): Self-Directed Learning (BA): English for Career Development, Unit 1 & 2

- ☐ Unit 1 – Entering the job market
- ☐ Unit 2 – Resumes

S18 (1/11): Self-Directed Learning (BA): English for Career Development, Unit 3,4 & 5

- ☐ Unit 3 – Writing a cover letter
- ☐ Unit 4 – Networking
- ☐ Unit 5 – Interviewing for a job

VI. Remarks

- ■ Prof. Lolo's Video Playlists：Interview, Case Discussion, and SMMC、ITBM。

VII. TP Video Playlists: Semester 1051-1101

☐ 1051_Business News and Analysis _ Term Projects_2016
https://youtube.com/playlist?list=PLR-eFY918VhIWTlP_j6oKbsam9NXN-Pn0

☐ 1061_Business News and Analysis _ Term Projects_2017
https://youtube.com/playlist?list=PLR-eFY918VhL2BsIjvdcWYPowDGzF4uPt

☐ 1062_Business News and Analysis _ Term Projects_2018
https://youtube.com/playlist?list=PLk2yRCy9eMVJ9qkyxoiUbzaQx9YgLIJvg

☐ 1071_Business News and Analysis _ Term Projects_2019
https://www.youtube.com/playlist?list=PLR-eFY918VhK928FAOWkhvvMQn79LyGA_

☐ 1081_Business News and Analysis (& CDPS) _ Term Projects_2020
https://youtube.com/playlist?list=PL0KyJduDJ4J1Aa-7ubx3BZS987lrZlsHL

☐ 1091_Business News and Analysis _ Term Projects_2021
https://youtube.com/playlist?list=PLq2Wy9cVcBnLYBCH7noGrupQwxfus_Vv6

☐ 1101_Business News and Analysis (&SCD) _ Term Projects_2022
https://youtube.com/playlist?list=PLq2Wy9cVcBnJDgyaz8ayX1qLgvSCtWkHs