

***Department
of
Applied Foreign Languages***

**National Taipei
University of Business**



Introduction

Department of Applied Foreign Languages

Cultivate students' with professional skills in translation, business information and tourism, etc.

- Strengthen students' competitiveness in the job market by improving English and foreign language abilities which will be applied to professional knowledge.
- Implement small class teaching, strengthen second language ability and provide multi-language learning opportunities.
- Improve students' communication skills and cultural awareness, broaden their global perspectives, and develop their soft power strength.



Faculty Members



Name: Shih-Chia Chang
Title: Dean & Acting Chair
Research Expertise: Strategic Management, Knowledge Management, Innovation Management

Name: Li-Ping Chang
Title: Associate Professor
Research Expertise: Ecological Discourse, Native American Literature, Children's Literature, Film and Aesthetics



Name: Rui-Heng Ray Huang
Title: Associate Professor
Research Expertise: Formal syntax, comparative syntax, Chinese syntax

Name: Shu-Ling Chen
Title: Assistant Professor
Research Expertise: Business Communication, English for Specific Purposes



Name: David Russell Pendery
Title: Associate Professor
Research Expertise: English writing, English and American literature, Taiwan student experience, American culture, journalism, global issues

Name: Cheryl Wei-Yu Chen
Title: Associate Professor
Research Expertise: Writing for social purposes



Name: Ying-Chun Shih
Title: Associate Professor
Research Expertise: extensive reading, reading strategy instruction, English teaching, second language acquisition

Name: Hsing-Chin Lee
Title: Associate Professor
Research Expertise: Teaching English as a Foreign Language; Teaching English Children's Literature; Second Language Acquisition; Computer Assisted Language Learning



Name: Siao-Cing Guo
Title: Associate Professor
Research Expertise: English Teaching Methodology, Activity Design, & Game Learning

Name: Ruby Jing-Rong Loh
Title: Lecturer
Research Expertise: Development of English Communication Skills



Name: Tony Lai
Title: Associate Professor
Research Expertise: L2 motivation; English as an International Language; Cultural issues; English teaching methodology; Mixed-methods research

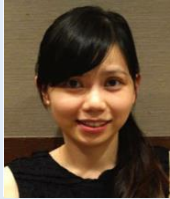
Faculty Members



Name: Chien-Yu Chen
Title: Associate Professor
Research Expertise: Human resource management, marketing management



Name: Chi-Feng Lo
Title: Associate Professor
Research Expertise: Organizational diversity, Service Management and Marketing /non Profit Marketing /Industrial Marketing, E-commerce and online community



Name: Ying-Yu Lin
Title: Assistant Professor
Research Expertise: Cognitive Linguistics, Multimodal Metaphor, Discourse Analysis



Name: Fong-Ping Cheng
Title: Assistant Professor
Research Expertise: French literature, translation



Name: Gerry Johnson
Title: Assistant Professor
Research Expertise: Critical Thinking, Academic Writing



Name: Lucia A. Sun
Title: Assistant Professor
Research Expertise: Spanish Teaching, Latin America Culture and Tourism, Chinses to Spanish Translation.



Name: Po-Jen Chen
Title: Assistant Professor
Research Expertise: Movie /Cultural and creative space/Marketing



Name: Chun-Hsiung Hsieh
Title: Lecturer
Research Expertise: Marketing, Organizational Behavior



Name: Hua-Hung Yuan
Title: Assistant Professor
Research Expertise: Linguistics



Name: Jimmy Chuang
Title: Lecturer
Research Expertise: Journalism Ethics, Public Relations, Translation, Media Relations, English Grammar and Composition



Name: Chia-Sui Lee
Title: Assistant Professor
Research Expertise: English and American Literature, Postcolonial and Cultural Studies, English Writing and Listening



Name: Jui-Yang Weng
Title: Lecturer
Research Expertise: Foreign Language Education, Second Language Acquisition, English for Specific Purpose in Business English



Name: Pei-Pan Wu
Title: Assistant Professor
Research Expertise: Marketing, Business Management



Name: Vincent Hsieh
Title: Lecturer
Research Expertise: Management



Name: Yu-Yeh Chu
Title: Assistant Professor
Research Expertise: Business Administration

Faculty Members



Name: David Y. Chang
Title: Lecturer
Research Expertise: Translation and Interpretation



Name: Christine Fan
Title: Lecturer
Research Expertise: Consumer Behavior, ESL teaching, Communication



Name: Shih-Hsien Huang
Title: Lecturer
Research Expertise: Cinema and Media



Name: Yumiko, Shimizu
Title: Assistant Professor
Research Expertise: Japanese Conversation, hearing teaching, History of Sino-Japanese, Folklore, intercultural communication



Name: Ching-Lung Wu
Title: Lecturer
Research Expertise: TESOL; Journalistic and Tourism English; Translation Theory and Practice; English Writing



Name: Wen-Bo Wang
Title: Lecturer
Research Expertise: Business English, Marketing, Business Administration



Name: Chao-Kai Shih
Title: Lecturer
Research Expertise: Theoretical Linguistics (Formal Syntax), Austronesian Linguistics



Name: Shu-Fen Hsieh
Title: Lecturer
Research Expertise: Japanese Linguistics, Phonetics, Pedagogy



Name: Yen-Huei Tsuei
Title: Lecturer
Research Expertise: Modern Art, Contemporary Art Critics



Name: Xirui Chu
Title: Lecturer
Research Expertise: English and American Literature



Name: Wen-Hsing Yang
Title: Lecturer
Research Expertise: Classroom Interaction



Name: Didi Liang
Title: Lecturer
Research Expertise: MBA (Management, International Business Development, International Business Negotiation and Strategy, etc.)



Name: Han-Chou Lin
Title: Lecturer
Research Expertise: Data Mining, Financial Time Series Forecasting, Time Series Analysis, Hybrid Model Forecasting, Knowledge Management, Information & Computer Education

Programs and Curriculum

The curriculum design objective of the Department of Applied Foreign Languages (AFL) is to enhance students' knowledge and competitiveness. The curriculum focuses on English (Intermediate to Advanced), secondary foreign languages (Japanese, Spanish, German, and French), and foreign language applications. Courses are offered in five categories: English (Listening, Speaking, Reading, & Writing), translation and interpretation, other foreign languages, business and trade, and foreign language applied knowledge.

Students at the AFL department will develop a solid understanding of foreign language theories and practices, cultural manifestations of foreign languages, and general knowledge in business.

Contact

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