

Tamkang University Academic Year 101\_, 2<sup>nd</sup> Semester  
Course Syllabus

Course Title	MARKET SURVEY AND MULTIVARIATE ANALYSIS		Instructor	Sun, Chia-Chi	
Department/Year/Class		Course Details			
TLDXJ1A	<input type="checkbox"/> Required v Selective	<input type="checkbox"/> 0 ( One Semester ) <input type="checkbox"/> 1 ( 1st Semester ) v <input type="checkbox"/> 2 ( 2nd Semester ) <input type="checkbox"/> 3 ( 3rd Semester )	Credits	3	
Aim of Education			Core Competences		
<p>Departmental Educational Objectives:</p> <p>1.To instill the university motto of "Simplicity, Firmness, Perseverance, and Fulfillment" into students.</p> <p>2.By integrating the "Five Disciplines" of education, the qualities of conduct, intelligence, physical education, teamwork, and beauty into the professional, core, and extracurricular curriculum, the department helps to produce well-rounded students skilled in identifying and solving problems.</p> <p>3.To oversee the trend and foresee the development of global economy, the department aims to produce the graduates with expertise in the fields of International Business and Trade.</p>			<p>Departmental Core Capabilities</p> <p>A. Breeding professionals with expertise in general International Trade and International Business</p> <p>B. Consisting of Globalization, Information-Oriented and Future-Oriented education.</p> <p>C. Producing graduates with capability of foreseeing and analyzing the development of Global Economy.</p> <p>D. Breeding professionals with expertise in Marketing and Financial Management.</p>		
<b>Course Introduction (50 to 100 words)</b>	This course introduces students to a number of research methods useful for academic and professional investigations of information practices, texts and technologies. By examining the applications, strengths and major criticisms of methodologies drawn from both the qualitative and quantitative traditions, this course permits an understanding of the various decisions and steps involved in crafting (and executing) a research methodology, as well as a critically informed assessment of published research.				

## The Relevance among Teaching Objectives, Objective Levels and Core Competences

### I. Objective Levels (select applicable ones) :

**(I) Cognitive Domain : C1 Remembering , C2 Understanding , C3 Applying , C4 Analyzing , C5 Evaluating , C6 Creating**

**(II) Psychomotor Domain : P1 Imitation , P2 Mechanism , P3 Independent Operation , P4 Linked Operation , P5 Automation , P6 Origination**

**(III) Affective Domain : A1 Receiving , A2 Responding , A3 Valuing , A4 Organizing , A5 Charaterizing , A6 Implementing**

### II. The Relevance among Teaching Objectives, Objective Levels and Core Competences :

(I) Determine the objective level(s) in any one of the three learning domains (cognitive, psychomotor, and affective) corresponding to the teaching objectives. Each objective should correspond to the objective level(s) of ONLY ONE of the three domains.

(II) If more than one objective levels are applicable for each learning domain, select the highest one only. (For example, if the objective levels for Cognitive Domain include C3, C5, and C6, select C6 only and fill it in the boxes below. The same rule applies to Psychomotor Domain and Affective Domain.)

(III) Determine the core competences that correspond to each teaching objective. Each objective may correspond to one or more core competences at a time. (For example, if one objective corresponds to three core competences: A, AD, and BEF, list all of the three in the box.)

Teaching objectives	Relevance	
	Objective Levels	Core Competences
1 To identify the types of methods best suited for investigating different types of problems and questions;	C2	AB
2 To develop research questions that are based on and build upon a critical appraisal of existing research	C2	AB
3 To design a research proposal	C2	AB
4		
5		
6		
7		
8		

### Teaching Objectives, Teaching Methods and Assessment

Teaching Objectives	Teaching Methods	Assessment
1 To identify the types of methods best suited for investigating different types of problems and questions;	Lecture	Final Exam
2 To develop research questions that are based on and build upon a critical appraisal of existing research	Case Study discussion	Group Presentation

3	To design a research proposal	
4		
5		
6		
7		
8		

This course has been designed to cultivate the following essential qualities in TKU students.

Essential Qualities of TKU Students	Description
<input type="checkbox"/> global perspectives	翻譯建構中
<input type="checkbox"/> a vision for the future	
<input type="checkbox"/> information literacy	
<input type="checkbox"/> ethical and moral principles	
<input type="checkbox"/> independent thinking	
<input type="checkbox"/> an awareness of healthy living	
<input type="checkbox"/> effective teamwork	
<input type="checkbox"/> an appreciation of the arts	

#### Course Schedule

Week	Date	Subject/Topics	Note
1	102/02/18~ 102/02/24	Introduction of Course	
2	102/02/25~ 102/03/03	INTRODUCTION TO RESEARCH	
3	102/03/04~ 102/03/10	SCIENTIFIC INVESTIGATION	
4	102/03/11~ 102/03/17	The Research Process: The Broad Problem Area and Defining the Problem Statement.	
5	102/03/18~ 102/03/24	THE RESEARCH PROCESS: THEORETICAL FRAMEWORK AND HYPOTHESIS DEVELOPMENT.	
6	102/03/25~ 102/03/31	THE RESEARCH PROCESS: ELEMENTS OF RESEARCH DESIGN.	
7	102/04/01~ 102/04/07	Holiday	
8	102/04/08~ 102/04/14	MEASUREMENT: SCALING, RELIABILITY, VALIDITY	
9	102/04/15~ 102/04/21	DATA COLLECTION METHODS	
10	102/04/22~ 102/04/28	Midterm Exam Week	

11	102/04/29~ 102/05/05	SAMPLING	
12	102/05/06~ 102/05/12	QUANTITATIVE DATA ANALYSIS	
13	102/05/13~ 102/05/19	QUANTITATIVE DATA ANALYSIS PART 2: HYPOTHESIS TESTING	
14	102/05/20~ 102/05/26	THE RESEARCH REPORT	
15	102/05/27~ 102/06/02	Final Report	
16	102/06/03~ 102/06/09	Final Report	
17	102/06/10~ 102/06/16	Final Report	
18	102/06/17~ 102/06/23	Final Exam Week	
Requirement			
Teaching Facility	v Computer <input type="checkbox"/> Overhead Projector <input type="checkbox"/> Other (                      )		
Textbook(s)	Methods for Business: A skill building Approach” , Wiley,		
Suggested Readings	Research Methodology: A Step By Step Guide For Beginners, 2/E		
Number of Assignment(s)	(Filled in only for those courses that apply)		
<b>Grading Policy</b>	Mid-term Exam : 50.0 %    、 Group Presentation : 50.0 %		
Note	This syllabus may be uploaded at the website of Course Syllabus Management System at <a href="http://info.ais.tku.edu.tw/csp">http://info.ais.tku.edu.tw/csp</a> or through the link of Course Syllabus Upload posted on the home page of TKU Office of Academic Affairs at <a href="http://www.acad.tku.edu.tw/index.asp">http://www.acad.tku.edu.tw/index.asp</a> . <b>※Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</b>		

Form No. : ATRX-Q03-001-FM201-05