

Tamkang University Academic Year _101___, _2nd__ Semester
Course Syllabus

Course Title	Research Method	Instructor	Hsu-Hua Lee	
Department/Year/Class		Course Details		
	<input type="checkbox"/> Required <input checked="" type="checkbox"/> Selective	<input checked="" type="checkbox"/> 0 (One Semester) <input type="checkbox"/> 1 (1st Semester) <input type="checkbox"/> 2 (2nd Semester) <input type="checkbox"/> 3 (3rd Semester)	Credits	3
Aim of Education		Core Competences		
To equip student with ability of mathematic analysis and logical judgment for dealing with complexities of business environment.		A. Decision-making analysis competence B. Business management competence C. Statistical analysis competence D. Financial and economic analysis competence E. Interdisciplinary integration competence F. Business practice competence G. English application competence H. Academic research competence		
Course Introduction (50 to 100 words)	To learn the approach of research method in the application and the research by studying the critical content of research method			
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
To learn the theory and the practice of research method and the research approach		C4	ABE
Teaching Objectives, Teaching Methods and Assessment			
Teaching Objectives	Teaching Methods	Assessment	
To learn the theory and the practice of research method and the research approach	Lecture	Attendance. Group discussion, and report evaluation	
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		Introduction to research method	
2		Research method definition	
3		Research procedure	
4		Research design (1)	
5		Research design (2)	
6		Literature research (1)	
7		Literature research (2)	
8		Teaching and learning week	
9		Qualitative research	
10		Midterm Exam Week	
11		Quantitative research (1)	

12		Quantitative research (2)	
13		Investigation and survey	
14		Experiment of design	
15		Test and measurement	
16		Review of research method	
17		Outgoing teaching by joining the conference or visiting company	
18		Final Exam Week	
Requirement	Pay attention to the attendance and learning and participate in the discussion		
Teaching Facility	<input checked="" type="checkbox"/> Computer <input type="checkbox"/> Overhead Projector <input type="checkbox"/> Other (_____)		
Textbook(s)	Research Method		
Suggested Readings	Research method and relevant research paper		
Number of Assignment(s)	(Filled in only for those courses that apply)		
Grading Policy	30% Regular, 30% Mid-term, 40% Final		
Note	This syllabus may be uploaded at the website of Course Syllabus Management System at http://info.ais.tku.edu.tw/csp or through the link of Course Syllabus Upload posted on the home page of TKU Office of Academic Affairs at http://www.acad.tku.edu.tw/index.asp . ※Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.		

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