

Tamkang University Academic Year 102, 2nd Semester Course Syllabus

Course Title	MARKETING SURVEY	Instructor	SUN, CHIA-CHI
Course Class	TLDXJ1A EXECUTIVE MASTER'S PROGRAM OF BUSINESS ADMINISTRATION (EMBA)IN INTERNATIONAL COMMERCE, 1A	Details	<ul style="list-style-type: none"> ◆ Selective ◆ One Semester ◆ 3 Credits
<p>Departmental Aim of Education</p>			
<p>I. To instill the university motto of "Simplicity, Firmness, Perseverance, and Fulfillment" into students.</p> <p>II. 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>III. 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 competences</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>			
Course Introduction	<p>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.</p>		

The Relevance among Teaching Objectives, Objective Levels and Departmental 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-Characterizing, A6-Implementing

II. The Relevance among Teaching Objectives, Objective Levels and Departmental core competences :

- (i) Determine the objective level(s) in any one of the three learning domains (cognitive, psychomotor, and affective) corresponding to the teaching objective. 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 Departmental core competences that correspond to each teaching objective. Each objective may correspond to one or more Departmental core competences at a time. (For example, if one objective corresponds to three Departmental core competences: A, AD, and BEF, list all of the three in the box.)

No.	Teaching Objectives	Relevance	
		Objective Levels	Departmental core competences
1	To identify the types of methods best suited for investigating different types of problems and questions; To develop research questions that are based on and build upon a critical appraisal of existing research; To design a research proposal; and	C4	D

Teaching Objectives, Teaching Methods and Assessment

No.	Teaching Objectives	Teaching Methods	Assessment
1	To identify the types of methods best suited for investigating different types of problems and questions; To develop research questions that are based on and build upon a critical appraisal of existing research; To design a research proposal; and	Lecture, Discussion, Speech	Written test, Report

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

Essential Qualities of TKU Students	Description
◇ A global perspective	Helping students develop a broader perspective from which to understand international affairs and global development.
◇ Information literacy	Becoming adept at using information technology and learning the proper way to process information.
◇ A vision for the future	Understanding self-growth, social change, and technological development so as to gain the skills necessary to bring about one's future vision.
◇ Moral integrity	Learning how to interact with others, practicing empathy and caring for others, and constructing moral principles with which to solve ethical problems.
◆ Independent thinking	Encouraging students to keenly observe and seek out the source of their problems, and to think logically and critically.
◇ A cheerful attitude and healthy lifestyle	Raising an awareness of the fine balance between one's body and soul and the environment; helping students live a meaningful life.
◇ A spirit of teamwork and dedication	Improving one's ability to communicate and cooperate so as to integrate resources, collaborate with others, and solve problems.
◇ A sense of aesthetic appreciation	Equipping students with the ability to sense and appreciate aesthetic beauty, to express themselves clearly, and to enjoy the creative process.

Course Schedule

Week	Date	Subject/Topics	Note
1	103/02/17 ~ 103/02/23	Introduction of Course	
2	103/02/24 ~ 103/03/02	INTRODUCTION TO RESEARCH	
3	103/03/03 ~ 103/03/09	SCIENTIFIC INVESTIGATION	
4	103/03/10 ~ 103/03/16	The Research Process: The Broad Problem Area and Defining the Problem Statement.	Expert Speech
5	103/03/17 ~ 103/03/23	THE RESEARCH PROCESS: THEORETICAL FRAMEWORK AND HYPOTHESIS DEVELOPMENT.	
6	103/03/24 ~ 103/03/30	THE RESEARCH PROCESS: ELEMENTS OF RESEARCH DESIGN.	Expert Speech, Classroom: D223
7	103/03/31 ~ 103/04/06	教學行政觀摩	
8	103/04/07 ~ 103/04/13	MEASUREMENT: SCALING, RELIABILITY, VALIDITY.	
9	103/04/14 ~ 103/04/20	DATA COLLECTION METHODS	
10	103/04/21 ~ 103/04/27	期中考試週	
11	103/04/28 ~ 103/05/04	SAMPLING.	

12	103/05/05 ~ 103/05/11	QUANTITATIVE DATA ANALYSIS	
13	103/05/12 ~ 103/05/18	QUANTITATIVE DATA ANALYSIS PART 2: HYPOTHESIS TESTING	
14	103/05/19 ~ 103/05/25	THE RESEARCH REPORT	
15	103/05/26 ~ 103/06/01	Final Report	
16	103/06/02 ~ 103/06/08	Final Report	
17	103/06/09 ~ 103/06/15	Final Report	
18	103/06/16 ~ 103/06/22	期末考試週	
Requirement	In order to tie with industrial experts' schedule, this course schedule and content will modify that depend on experts scheduled.		
Teaching Facility	Computer		
Textbook(s)	Methods for Business: A skill building Approach" , Wiley,		
Reference(s)	祝道松、林家五等譯 (Uma Sekaran原著) · 2003 · 企業研究方法 · 智勝文化 ·		
Number of Assignment(s)	(Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : % ◆ Mark of Usual : % ◆ Midterm Exam : 50.0 % ◆ Final Exam : % ◆ Other 〈 期末報告 〉 : 50.0 %		
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/CS/main.php . ※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.		