

Tamkang University Academic Year 102, 2nd Semester Course Syllabus

Course Title	RESEARCH METHODOLOGY	Instructor	HSU-HUA LEE
Course Class	TLGXM1A MASTER'S PROGRAM, DEPARTMENT MANAGEMENT SCIENCES, 1A	Details	<ul style="list-style-type: none"> ◆ Selective ◆ One Semester ◆ 3 Credits
Departmental Aim of Education			
<ul style="list-style-type: none"> I. Become proficient at Management Sciences skills. II. Learn about self-development and personal growth. III. Make connections between theory and practice. IV. Enhance team cooperation and communication. V. Cultivate analytical and decision making skills. VI. Value the sustainable operation of organizations. 			
Departmental core competences			
<ul style="list-style-type: none"> A. Decision-making analysis ability. B. Statistical analysis ability. C. Finance and economics analysis ability. D. Organizational business management ability. E. Teamwork ability. F. Self-management ability. G. Ethics application ability. 			
Course Introduction	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 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 learn the theory and the practice of research method and the research approach	C4	AF

Teaching Objectives, Teaching Methods and Assessment

No.	Teaching Objectives	Teaching Methods	Assessment
1	To learn the theory and the practice of research method and the research approach	Lecture, Discussion, Visit, Problem solving	Report, Participation

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 to research method	
2	103/02/24 ~ 103/03/02	Research method definition	
3	103/03/03 ~ 103/03/09	Research procedure	
4	103/03/10 ~ 103/03/16	Research design (1)	
5	103/03/17 ~ 103/03/23	Research design (2)	
6	103/03/24 ~ 103/03/30	Literature research (1)	
7	103/03/31 ~ 103/04/06	Literature research (2)	
8	103/04/07 ~ 103/04/13	Teaching and learning week	
9	103/04/14 ~ 103/04/20	Qualitative research	
10	103/04/21 ~ 103/04/27	Mid-term exam week	
11	103/04/28 ~ 103/05/04	Quantitative research (1)	
12	103/05/05 ~ 103/05/11	Quantitative research (2)	

13	103/05/12 ~ 103/05/18	Investigation and survey	
14	103/05/19 ~ 103/05/25	Experiment of design	
15	103/05/26 ~ 103/06/01	Test market and measurement	
16	103/06/02 ~ 103/06/08	Review of research method	
17	103/06/09 ~ 103/06/15	Outgoing teaching by joining the conference or visiting company	
18	103/06/16 ~ 103/06/22	Final exam week	
Requirement	Pay attention to the attendance and learning or group discussion. Please join the international conference of management sciences On 5/18/2013, held by Department of Management Sciences, Tamkang University.		
Teaching Facility	Computer, Projector		
Textbook(s)	Research method		
Reference(s)	Research method related journal papers		
Number of Assignment(s)	(Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : % ◆ Mark of Usual : 30.0 % ◆ Midterm Exam : 30.0 % ◆ Final Exam : 40.0 % ◆ Other < > : %		
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.		