

Tamkang University Academic Year 105, 2nd Semester Course Syllabus

Course Title	RESEARCH METHODOLOGY	Instructor	RUEY-CHYN TSAUR
Course Class	TLQXM1A MASTER'S PROGRAM IN BUSINESS AND MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 1A	Details	◆ Required ◆ One Semester ◆ 3 Credits
D e p a r t m e n t a l A i m o f E d u c a t i o n			
I . Develop a business and management perspective for students. II. Train the professionals in the integrated fields of business and management. III. Cultivate the talents with both theory and practices in business and management.			
D e p a r t m e n t a l c o r e c o m p e t e n c e s			
A. Provide the basic knowledge of both theory and practices. B. Enhance the practical training for the current trends. C. Cultivate the ethics in business and management. D. Obtain the ability of analyzing industrial and business problems.			
Course Introduction	The course of Research Methods is aimed to facilitate the Master students understand the basic concepts of scientific research, such as, measurement, sampling, credibility and reliability for data collection and data analysis using software SPSS. Finally,the process of research, research proposal/report writing and literature review are presented.		

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

I.Objective Levels (select applicable ones) :

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|-------------------------|---|--|
| (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	The course of Research Methods is aimed to facilitate the Ph.D. students can understand the basic concepts of scientific research and methods for data collection and data analysis. Then, the process of research, research proposal/report writing and research content can be easily finished.	P3	AB

Teaching Objectives, Teaching Methods and Assessment

No.	Teaching Objectives	Teaching Methods	Assessment
1	The course of Research Methods is aimed to facilitate the Ph.D. students can understand the basic concepts of scientific research and methods for data collection and data analysis. Then, the process of research, research proposal/report writing and research content can be easily finished.	Lecture, Discussion, Practicum	Practicum, 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	106/02/13 ~ 106/02/19	SPSS introduction	
2	106/02/20 ~ 106/02/26	SPSS introduction	
3	106/02/27 ~ 106/03/05	Hypothesis	
4	106/03/06 ~ 106/03/12	Hypothesis	
5	106/03/13 ~ 106/03/19	ANOVA	
6	106/03/20 ~ 106/03/26	ANOVA	
7	106/03/27 ~ 106/04/02	Linear regression analysis	
8	106/04/03 ~ 106/04/09	Spring Holiday	
9	106/04/10 ~ 106/04/16	Linear regression analysis	
10	106/04/17 ~ 106/04/23	Midterm Exam.	
11	106/04/24 ~ 106/04/30	Thesis introduction and reading	
12	106/05/01 ~ 106/05/07	Thesis introduction and reading	

13	106/05/08 ~ 106/05/14	A speech (Adjust on 5/13 at B712)	
14	106/05/15 ~ 106/05/21	Thesis introduction and reading	
15	106/05/22 ~ 106/05/28	Thesis introduction and reading	
16	106/05/29 ~ 106/06/04	Paper presentation	
17	106/06/05 ~ 106/06/11	Paper presentation	
18	106/06/12 ~ 106/06/18	Paper presentation	
Requirement	Too many absences will be advised and rejected to final report.		
Teaching Facility	Computer		
Textbook(s)	My prepared handouts.		
Reference(s)			
Number of Assignment(s)	(Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : 30.0 % ◆ Mark of Usual : 20.0 % ◆ Midterm Exam : % ◆ Final Exam : % ◆ Other 〈final report〉 : 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.		