

## Tamkang University Academic Year 108, 1st Semester Course Syllabus

Course Title	RESEARCH METHODOLOGY	Instructor	AI, CHI-HAN
Course Class	TQTXB4A DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 4A	Details	◆ General Course ◆ Required ◆ One Semester
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			
To develop talented managers with international competitive advantage in the tourism industry.			
Subject Departmental core competences			
A. Ability to analyze and solve problems.(ratio:65.00)  B. Ability to communicate in English.(ratio:25.00)  C. Proper service and work attitude.(ratio:10.00)			
Course Introduction	This course offers the fundamental concepts and practical instructions to help students learn how research is being done. You learn how to apply a great number of statistical techniques, draw conclusions from those, and determine what statistical technique would be suitable for a given dataset and/or research question. This course is meant as preparation for student's Bachelor project.		
The correspondences between the course's instructional objectives and the cognitive, affective, and psychomotor objectives.  Differentiate the various objective methods among the cognitive, affective and psychomotor domains of the course's instructional objectives.  I. Cognitive : Emphasis upon the study of various kinds of knowledge in the cognition of the course's veracity, conception, procedures, outcomes, etc. II.Affective : Emphasis upon the study of various kinds of knowledge in the course's appeal, morals, attitude, conviction, values, etc. III.Psychomotor: Emphasis upon the study of the course's physical activity and technical manipulation.			
No.	Teaching Objectives		objective methods

1	Students are expected to have basic ideas about how quantitative research and qualitative research have proceeded. Meanwhile, they should learn how to defend the use of research methodology, using computer-intensive methods for data analysis, drawing conclusions from statistical test results. Eventually, it is the goal that the students are capable to compose a research paper.			Cognitive
The correspondences of teaching objectives : core competences, essential virtues, teaching methods, and assessment				
No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	ABC		Lecture, Discussion, Practicum	Testing, Practicum, Activity Participation
Course Schedule				
Week	Date	Course Contents		Note
1	108/09/09 ~ 108/09/15	Introduction and basic research concepts		
2	108/09/16 ~ 108/09/22	Introduction and basic research concepts		
3	108/09/23 ~ 108/09/29	Qualitative research methods		
4	108/09/30 ~ 108/10/06	Qualitative research methods		
5	108/10/07 ~ 108/10/13	Qualitative research methods		
6	108/10/14 ~ 108/10/20	Qualitative research methods		
7	108/10/21 ~ 108/10/27	How to compose a research paper		
8	108/10/28 ~ 108/11/03	Journal paper discussion		
9	108/11/04 ~ 108/11/10	Review		
10	108/11/11 ~ 108/11/17	Midterm Exam Week		
11	108/11/18 ~ 108/11/24	Journal paper discussion		
12	108/11/25 ~ 108/12/01	Developing the research concepts		
13	108/12/02 ~ 108/12/08	Constructing a research model		
14	108/12/09 ~ 108/12/15	Literature review		
15	108/12/16 ~ 108/12/22	Reporting results of data analysis		
16	108/12/23 ~ 108/12/29	Reporting results of data analysis		
17	108/12/30 ~ 109/01/05	Group presentation		

18	109/01/06 ~ 109/01/12	Final Exam Week (Date:109/1/3-109/1/9)	
Requirement	Creswell, J. (2013). Research Design: Qualitative, Quantitative, and Mixed Methods Approaches. SAGE Publications, Inc.		
Teaching Facility	Computer, Projector		
Textbooks and Teaching Materials	Creswell, J. (2013). Research Design: Qualitative, Quantitative, and Mixed Methods Approaches. SAGE Publications, Inc.		
References			
Number of Assignment(s)	6 (Filled in by assignment instructor only)		
Grading Policy	◆ Attendance :                    %    ◆ Mark of Usual : 30.0 %    ◆ Midterm Exam : 20.0 % ◆ Final Exam :    25.0 % ◆ Other 〈Presentation〉 : 25.0 %		
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/CS/main.php">http://www.acad.tku.edu.tw/CS/main.php</a> .  <b>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</b>		