

Tamkang University Academic Year 109, 1st Semester Course Syllabus

Course Title	THEMATIC WRITING	Instructor	AI, CHI-HAN
Course Class	TQTXB4P DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 4P	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)			
Subject Schoolwide essential virtues			
2. Information literacy. (ratio:10.00) 3. A vision for the future. (ratio:10.00) 4. Moral integrity. (ratio:30.00) 5. Independent thinking. (ratio:30.00) 7. A spirit of teamwork and dedication. (ratio:20.00)			
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	23457	Lecture, Discussion, Practicum	Testing, Practicum, Activity Participation

Course Schedule

Week	Date	Course Contents	Note
1	109/09/14 ~ 109/09/20	Introduction and basic research concepts	
2	109/09/21 ~ 109/09/27	Introduction and basic research concepts	
3	109/09/28 ~ 109/10/04	Qualitative research methods	
4	109/10/05 ~ 109/10/11	Qualitative research methods	
5	109/10/12 ~ 109/10/18	Qualitative research methods	
6	109/10/19 ~ 109/10/25	Qualitative research methods	
7	109/10/26 ~ 109/11/01	How to compose a research paper	
8	109/11/02 ~ 109/11/08	Journal paper discussion	
9	109/11/09 ~ 109/11/15	Review	
10	109/11/16 ~ 109/11/22	Midterm Exam Week	

11	109/11/23 ~ 109/11/29	Journal paper discussion	
12	109/11/30 ~ 109/12/06	Developing the research concepts	
13	109/12/07 ~ 109/12/13	Constructing a research model	
14	109/12/14 ~ 109/12/20	Literature review	
15	109/12/21 ~ 109/12/27	Reporting results of data analysis	
16	109/12/28 ~ 110/01/03	Reporting results of data analysis	
17	110/01/04 ~ 110/01/10	Group presentation	
18	110/01/11 ~ 110/01/17	Final Exam Week	
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 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.		