

Tamkang University Academic Year 109, 1st 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	◆ 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			
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.			
Subject Departmental core competences			
A. Provide the basic knowledge of both theory and practices.(ratio:40.00) B. Enhance the practical training for the current trends.(ratio:20.00) C. Cultivate the ethics in business and management.(ratio:30.00) D. Obtain the ability of analyzing industrial and business problems.(ratio:10.00)			
Subject Schoolwide essential virtues			
3. A vision for the future. (ratio:50.00) 5. Independent thinking. (ratio:50.00)			
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 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	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.	Psychomotor

The correspondences of teaching objectives : core competences, essential virtues, teaching methods, and assessment

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	ABCD	35	Lecture, Discussion	Testing, Study Assignments, Discussion(including classroom and online), Report(including oral and written)

Course Schedule

Week	Date	Course Contents	Note
1	109/09/14 ~ 109/09/20	Thesis introduction and reading articles	
2	109/09/21 ~ 109/09/27	Thesis introduction and reading articles	
3	109/09/28 ~ 109/10/04	Academic ethics and reading articles	
4	109/10/05 ~ 109/10/11	Statistics	
5	109/10/12 ~ 109/10/18	Hypothesis	
6	109/10/19 ~ 109/10/25	ANOVA	
7	109/10/26 ~ 109/11/01	ANOVA	
8	109/11/02 ~ 109/11/08	ANOVA	
9	109/11/09 ~ 109/11/15	Linear regression analysis	

10	109/11/16 ~ 109/11/22	test	
11	109/11/23 ~ 109/11/29	Midterm Exam.	
12	109/11/30 ~ 109/12/06	Linear regression analysis	
13	109/12/07 ~ 109/12/13	Linear regression analysis	
14	109/12/14 ~ 109/12/20	Linear regression analysis	
15	109/12/21 ~ 109/12/27	Linear regression analysis	
16	109/12/28 ~ 110/01/03	Paper presentation	
17	110/01/04 ~ 110/01/10	Paper presentation	
18	110/01/11 ~ 110/01/17	Final exam.	
Requirement	Too many absences will be advised and rejected to final report.		
Teaching Facility	Computer		
Textbooks and Teaching Materials	My prepared handouts.		
References			
Number of Assignment(s)	(Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : 20.0 % ◆ Mark of Usual : 10.0 % ◆ Midterm Exam : 30.0 % ◆ Final Exam : % ◆ Other 〈final report〉 : 40.0 %		
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.		