

Tamkang University Academic Year 111, 1st Semester Course Syllabus

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| Course Title | RESEARCH METHODOLOGY | Instructor | RUEY-CHYN TSAUR |
| Course Class | TLGBM1A MASTER'S PROGRAM IN BUSINESS AND MANAGEMENT, DEPARTMENT OF MANAGEMENT SCIENCES (ENGLISH-TAUGHT PROGRAM), 1A | Details | <ul style="list-style-type: none"> ◆ General Course ◆ Required ◆ One Semester |
| Relevance to SDGs | SDG4 Quality education | | |
| Departmental Aim of Education | | | |
| <ul style="list-style-type: none"> 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 | | | |
| <ul style="list-style-type: none"> 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 | | | |
| <ul style="list-style-type: none"> 1. A global perspective. (ratio:10.00) 2. Information literacy. (ratio:20.00) 3. A vision for the future. (ratio:10.00) 4. Moral integrity. (ratio:10.00) 5. Independent thinking. (ratio:20.00) 6. A cheerful attitude and healthy lifestyle. (ratio:10.00) 7. A spirit of teamwork and dedication. (ratio:10.00) 8. A sense of aesthetic appreciation. (ratio:10.00) | | | |

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| 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. |
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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 |
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| 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 |
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| 1 | ABCD | 12345678 | Lecture, Discussion | Testing, Study Assignments, Discussion(including classroom and online), Report(including oral and written) |

Course Schedule

| Week | Date | Course Contents | Note |
|------|--------------------------|--|------|
| 1 | 111/09/05 ~ 111/09/11 | Thesis introduction and reading articles | |
| 2 | 111/09/12 ~ 111/09/18 | Thesis introduction and reading articles | |

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| 3 | 111/09/19 ~ 111/09/25 | Academic ethics and reading articles | |
| 4 | 111/09/26 ~ 111/10/02 | Statistics | |
| 5 | 111/10/03 ~ 111/10/09 | Hypothesis | |
| 6 | 111/10/10 ~ 111/10/16 | ANOVA | |
| 7 | 111/10/17 ~ 111/10/23 | ANOVA | |
| 8 | 111/10/24 ~ 111/10/30 | ANOVA | |
| 9 | 111/10/31 ~ 111/11/06 | Linear regression analysis | |
| 10 | 111/11/07 ~ 111/11/13 | Midterm test | |
| 11 | 111/11/14 ~ 111/11/20 | Midterm Exam. | |
| 12 | 111/11/21 ~ 111/11/27 | Linear regression analysis | |
| 13 | 111/11/28 ~ 111/12/04 | Linear regression analysis | |
| 14 | 111/12/05 ~ 111/12/11 | Paper presentation | |
| 15 | 111/12/12 ~ 111/12/18 | Paper presentation | |
| 16 | 111/12/19 ~ 111/12/25 | Paper presentation | |
| 17 | 111/12/26 ~ 112/01/01 | Paper presentation | |
| 18 | 112/01/02 ~ 112/01/08 | Paper presentation | |
| 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 % | | |
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| Note | <p>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.</p> <p>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</p> |
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