

Tamkang University Academic Year 112, 1st Semester Course Syllabus

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 SDG9 Industry, Innovation, and Infrastructure SDG11 Sustainable cities and communities SDG12 Responsible consumption and production		
Departmental Aim of Education			
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			
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)			

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

Course Schedule

Week	Date	Course Contents	Note
1	112/09/11 ~ 112/09/17	Thesis introduction and reading articles	
2	112/09/18 ~ 112/09/24	Thesis introduction and reading articles	

3	112/09/25 ~ 112/10/01	Academic ethics and reading articles	
4	112/10/02 ~ 112/10/08	Statistics	
5	112/10/09 ~ 112/10/15	Hypothesis	
6	112/10/16 ~ 112/10/22	ANOVA	
7	112/10/23 ~ 112/10/29	ANOVA	
8	112/10/30 ~ 112/11/05	An assignment with taking home test	
9	112/11/06 ~ 112/11/12	Midterm test	
10	112/11/13 ~ 112/11/19	Linear regression analysis	
11	112/11/20 ~ 112/11/26	Linear regression analysis	
12	112/11/27 ~ 112/12/03	Plagiarism, Cheating and Research Integrity	
13	112/12/04 ~ 112/12/10	Plagiarism, Cheating and Research Integrity	
14	112/12/11 ~ 112/12/17	Paper presentation	
15	112/12/18 ~ 112/12/24	Paper presentation	
16	112/12/25 ~ 112/12/31	Paper presentation	
17	113/01/01 ~ 113/01/07	Paper presentation	
18	113/01/08 ~ 113/01/14	Paper presentation	
Key capabilities	self-directed learning Information Technology Problem solving		
Interdisciplinary	STEAM course (S:Science, T:Technology, E:Engineering, M:Math, A field:Integration of Art and Humanist) In addition to teaching content of the teacher's professional field, integrate other subjects or invite experts and scholars in other fields to share knowledge or teaching		
Distinctive teaching	Project implementation course Special/Problem-Based(PBL) Courses		
Course Content	Logical Thinking Environmental Safety Green Energy Sustainability issue		

Requirement	Too many absences will be advised and rejected to final report.
Textbooks and Teaching Materials	Self-made teaching materials:Handouts Using teaching materials from other writers:Handouts
References	
Grading Policy	<ul style="list-style-type: none"> ◆ Attendance : 20.0 % ◆ Mark of Usual : 10.0 % ◆ Midterm Exam : 30.0 % ◆ Final Exam : % ◆ Other < final report > : 40.0 %
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>