

Tamkang University Academic Year 112, 1st Semester Course Syllabus

Course Title	THE DESIGN AND APPLICATION OF MEASUREMENT	Instructor	NAIDA PARSAZADEH
Course Class	TLMXM1A MASTER'S PROGRAM, DEPARTMENT OF INFORMATION MANAGEMENT, 1A	Details	<ul style="list-style-type: none"> ◆ General Course ◆ Selective ◆ One Semester
Relevance to SDGs	SDG4 Quality education SDG8 Decent work and economic growth SDG9 Industry, Innovation, and Infrastructure		
Departmental Aim of Education			
Devoting to the integration and research of information technology and business management knowledge, and cultivating, for the society, middle and higher level managers with both information capabilities and modern management skills.			
Subject Departmental core competences			
<ul style="list-style-type: none"> A. Use of modern management knowledge.(ratio:5.00) B. Logical thinking.(ratio:10.00) C. Critical analysis.(ratio:20.00) D. Integration of information technology and business management.(ratio:20.00) E. Research and innovation.(ratio:10.00) F. Theory and applications of data analysis.(ratio:20.00) G. Information and communication security management.(ratio:5.00) H. Verbal and Writing Communication skills.(ratio:10.00) 			
Subject Schoolwide essential virtues			
<ul style="list-style-type: none"> 1. A global perspective. (ratio:10.00) 2. Information literacy. (ratio:30.00) 3. A vision for the future. (ratio:10.00) 4. Moral integrity. (ratio:5.00) 5. Independent thinking. (ratio:30.00) 6. A cheerful attitude and healthy lifestyle. (ratio:5.00) 7. A spirit of teamwork and dedication. (ratio:5.00) 8. A sense of aesthetic appreciation. (ratio:5.00) 			

Course Introduction	<p>The goal of this course is to equip students with the knowledge and skills required to design, implement, and analyze measurement instruments in different contexts. Students will learn about measurement theory, psychometrics, and practical techniques for developing reliable and valid measures.</p>
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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	This course aims to provide students with a comprehensive understanding of measurement theory, techniques, and their practical applications in various fields.	Cognitive

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

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	ABCDEFGH	12345678	Lecture, Discussion	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	Course Introduction	
2	112/09/18 ~ 112/09/24	Principles of Measurement (1)	
3	112/09/25 ~ 112/10/01	Principles of Measurement (2)	
4	112/10/02 ~ 112/10/08	Research Methodology	

5	112/10/09 ~ 112/10/15	Research Design (1)	
6	112/10/16 ~ 112/10/22	Research Design (2)	
7	112/10/23 ~ 112/10/29	Sampling Techniques and Sample Size Determination	
8	112/10/30 ~ 112/11/05	Survey Design (1)	
9	112/11/06 ~ 112/11/12	Midterm Exam Week	
10	112/11/13 ~ 112/11/19	Survey Design (2)	
11	112/11/20 ~ 112/11/26	Data Collection (1)	
12	112/11/27 ~ 112/12/03	Data Collection (2)	
13	112/12/04 ~ 112/12/10	Qualitative approaches to measurement	
14	112/12/11 ~ 112/12/17	Applications of Measurement in Research and Practice (1)	
15	112/12/18 ~ 112/12/24	Applications of Measurement in Research and Practice (2)	
16	112/12/25 ~ 112/12/31	Team project	
17	113/01/01 ~ 113/01/07	Presentations	
18	113/01/08 ~ 113/01/14	Final Exam Week	
Key capabilities			
Interdisciplinary			
Distinctive teaching			
Course Content		Logical Thinking	
Requirement			

Textbooks and Teaching Materials	Self-made teaching materials:Textbooks
References	
Grading Policy	<p>◆ Attendance : 15.0 % ◆ Mark of Usual : 20.0 % ◆ Midterm Exam : 20.0 %</p> <p>◆ Final Exam : 30.0 %</p> <p>◆ Other 〈Team project〉 : 15.0 %</p>
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>