Tamkang University Academic Year 113, 1st Semester Course Syllabus

Course Title	THEMATIC WRITING	Instructor	AI, CHI-HAN
Course Class	TRBXB4P DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 4P	Details	◆ Blended Course ◆ Required ◆ One Semester ◆ 3 Credits
Relevance to SDGs	SDG4 Quality education		

Departmental Aim of Education

To develop talented managers with international competitive advantage in the tourism industry.

Subject Departmental core competences

A. Ability to analyze and solve problems.(ratio:45.00)

B. Ability to communicate in English.(ratio:15.00)

C. Proper service and work attitude.(ratio:10.00)

D. Tourism management knowledge.(ratio:15.00)

E. Tourism management skills.(ratio:15.00)

Subject Schoolwide essential virtues

1. A global perspective. (ratio:10.00)

2. Information literacy. (ratio:10.00)

3. A vision for the future. (ratio:10.00)

4. Moral integrity. (ratio:10.00)

5. Independent thinking. (ratio:15.00)

6. A cheerful attitude and healthy lifestyle. (ratio:10.00)

7. A spirit of teamwork and dedication. (ratio:30.00)

8. A sense of aesthetic appreciation. (ratio:5.00)

	Course Introduction	This course offers the fundamental concepts and practical instructions to help students learn how project 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 project 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	ABCDE	12345678	Lecture, Discussion, Practicum	Testing, Practicum, Activity Participation

Course Schedule
Note for Blended Course : When utilizing weekly digital instruction, please fill in "Online Asynchronous Instruction".

Week	Date	Course Contents	Note
1	113/09/09 ~ 113/09/15	Introduction to the course	
2	113/09/16 ~ 113/09/22	Grouping	Online Asynchronous Instruction
3	113/09/23 ~ 113/09/29	A good project-example	

4	113/09/30~ 113/10/06	How to write a good introduction	
5	113/10/07~ 113/10/13	Data collection	
6	113/10/14~ 113/10/20	Project discussion	
7	113/10/21~ 113/10/27	Project discussion	
8	113/10/28~ 113/11/03	Project discussion	
9	113/11/04~ 113/11/10	Midterm Exam/Midterm Assessment Week (teachers can adjust the week as needed)	
10	113/11/11~ 113/11/17	Reporting results of data analysis	Online Asynchronous Instruction
11	113/11/18~ 113/11/24	Reporting results of data analysis	Online Asynchronous Instruction
12	113/11/25~ 113/12/01	Group presentation	
13	113/12/02~ 113/12/08	Group presentation	
14	113/12/09~ 113/12/15	Group presentation	
15	113/12/16~ 113/12/22	Group presentation	
16	113/12/23~ 113/12/29	Review	Online Asynchronous Instruction
17	113/12/30~ 114/01/05	Final Exam/Final Assessment Week (teachers can adjust the week as needed)	
18	114/01/06~ 114/01/12	Flexible Teaching Week: Generally, no in-person classes; teachers may arrange teaching activities or final assessments, among other options.	

Key capabilities	self-directed learning
Interdisciplinary	Competency-based education 'competency exploration' sustained competency or global issues STEEP (Society, Technology, Economy, Environment, and Politics)
Distinctive teaching	Project implementation course

Course Content	Intellectual Property (learning intellectual property)
Requirement	Creswell, J. (2013). Research Design: Qualitative, Quantitative, and Mixed Methods Approaches. SAGE Publications, Inc.
Textbooks and Teaching Materials	Self-made teaching materials:Presentations Using teaching materials from other writers:Presentations
References	
Grading Policy	◆ Attendance： 5.0 % ◆ Mark of Usual：10.0 % ◆ Midterm Exam： 5.0 % ◆ Final Exam： 5.0 % ◆ Other〈Presentation〉：75.0 %
Note	1. This syllabus may be uploaded at the website of the Course Syllabus Management System at https://info.ais.tku.edu.tw/csp or through the link of the Course Syllabus Upload posted on the home page of the TKU Office of Academic Affairs http://www.acad.tku.edu.tw/CS/main.php 2. According to the Implementation regulations of distance education for junior college and above are prescribed pursuant to Article 2, "The distance learning course referred to in these Measures refers to more than one-half of the teaching hours in each subject." 3. According to the regulations of Tamkang University Enforcement Rules for digital teaching, Paragraph 2 and Article 3, the distance learning course of our school must be "The course of digital teaching with distance learning platform or synchronous video system in our school. Teaching Hours include course lectures, teacher-student interaction discussions, quizzes and other learning activities." 4. If there are any temporary course changes (including time changes and classroom changes of distance learning courses, blended courses), please make out an application according to regulations to the Office of Academic Affairs. ※ **Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.**