

Tamkang University Academic Year 114, 1st Semester Course Syllabus

Course Title	PUBLIC TRANSPORTATION	Instructor	WANG, HSIEN-MEI
Course Class	TGLXB0A ELECTIVES COURSES BY COLLEGE OF BUSINESS AND MANAGEMENT, 0A	Details	◆ General Course ◆ Selective ◆ One Semester ◆ 3 Credits
Relevance to SDGs	SDG11 Sustainable cities and communities		
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 . Acquisition of professional knowledge. II . Learning effective self-planning. III . Theoretical application of practical matters. IV . Interpersonal communication and teamwork. V . Analysis of problems and recommendations. VI . Awareness of Ethics as a global citizen.			
Subject Departmental core competences			
A. Students can demonstrate that they have program basic knowledge of business and management.(ratio:15.00) B. Students can demonstrate that they have capability in professional knowledge expression. (ratio:25.00) C. Students can demonstrate that they have capability in using information technology. (ratio:30.00) D. Students can demonstrate that they are critical thinkers.(ratio:30.00)			
Subject Schoolwide essential virtues			
1. A global perspective. (ratio:15.00) 2. Information literacy. (ratio:25.00) 3. A vision for the future. (ratio:10.00) 4. Moral integrity. (ratio:5.00) 5. Independent thinking. (ratio:20.00) 6. A cheerful attitude and healthy lifestyle. (ratio:5.00)			

7. A spirit of teamwork and dedication. (ratio:15.00)				
8. A sense of aesthetic appreciation. (ratio:5.00)				
Course Introduction	This course offers an overview of public transportation systems, covering management, planning, operations, service design, policy, customer experience, and technology. Through case studies and assignments, students learn how transit impacts cities and supports sustainability, gaining skills to evaluate, improve, and advocate for effective and equitable transit solutions.			
<p>The correspondences between the course's instructional objectives and the cognitive, affective, and psychomotor objectives.</p> <p>Differentiate the various objective methods among the cognitive, affective and psychomotor domains of the course's instructional objectives.</p> <p>I. Cognitive : Emphasis upon the study of various kinds of knowledge in the cognition of the course's veracity, conception, procedures, outcomes, etc.</p> <p>II.Affective : Emphasis upon the study of various kinds of knowledge in the course's appeal, morals, attitude, conviction, values, etc.</p> <p>III.Psychomotor: Emphasis upon the study of the course's physical activity and technical manipulation.</p>				
No.	Teaching Objectives			objective methods
1	To introduce students to the basic concepts and roles of public transportation in urban mobility and daily life.			Cognitive
2	To help students understand how public transportation systems are managed, planned, and improved from a business and service perspective.			Cognitive
3	To develop students’ ability to perform basic analysis of transit data.			Cognitive
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	Study Assignments, Discussion(including classroom and online), Report(including oral and written)

2	ABCD	12345678	Lecture, Discussion	Study Assignments, Discussion(including classroom and online), Report(including oral and written)
3	ABCD	12345678	Lecture, Discussion	Study Assignments, Discussion(including classroom and online), Report(including oral and written)

Course Schedule

Week	Date	Course Contents	Note
1	114/09/15 ~ 114/09/21	Introduction	
2	114/09/22 ~ 114/09/28	Modes of Public Transit	
3	114/09/29 ~ 114/10/05	National Holiday	
4	114/10/06 ~ 114/10/12	National Holiday	
5	114/10/13 ~ 114/10/19	Public Transit Operations	
6	114/10/20 ~ 114/10/26	Service Quality and Customer Experience	
7	114/10/27 ~ 114/11/02	Transit Planning and Network Design	
8	114/11/03 ~ 114/11/09	Demand Analysis	
9	114/11/10 ~ 114/11/16	Midterm Project	
10	114/11/17 ~ 114/11/23	Policy and Regulatory Frameworks	
11	114/11/24 ~ 114/11/30	Integration of Land Use and Public Transport	
12	114/12/01 ~ 114/12/07	Marketing and Public Relations in Transit	
13	114/12/08 ~ 114/12/14	Technology and Innovation in Public Transit	
14	114/12/15 ~ 114/12/21	Safety and Security in Public Transportation	
15	114/12/22 ~ 114/12/28	Case Studies of Successful Transit Systems	
16	114/12/29 ~ 115/01/04	Role of Public Transport in Climate and Energy Policy	
17	115/01/05 ~ 115/01/11	Final Project	
18	115/01/12 ~ 115/01/18	Online Self-directed Learning	

Key capabilities	
Interdisciplinary	
Distinctive teaching	
Course Content	Logical Thinking AI application Sustainability issue
Requirement	
Textbooks and Teaching Materials	Self-made teaching materials:Presentations Using teaching materials from other writers:Textbooks Name of teaching materials: Carlos F Daganzo and Yanfeng Ouyang (2019), Public Transportation System: Principles of System Design, Operation Planning and Real-time Control, First Edition
References	Journal of Public Transportation: https://www.sciencedirect.com/journal/journal-of-public-transportation
Grading Policy	◆ Attendance : 10.0 % ◆ Mark of Usual : 30.0 % ◆ Midterm Exam : 30.0 % ◆ Final Exam : 30.0 % ◆ Other () : %
Note	This syllabus may be uploaded at the website of Course Syllabus Management System at https://web2.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 . ※"Adhere to the concept of intellectual property rights" and "Do not illegally photocopy, download, or distribute." Using original textbooks is advised. It is a crime to improperly photocopy others' publications.