

Tamkang University Academic Year 114, 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	◆ General Course ◆ Required ◆ One Semester ◆ 3 Credits
Relevance to SDGs	SDG4 Quality education SDG9 Industry, Innovation, and Infrastructure SDG11 Sustainable cities and communities SDG12 Responsible consumption and production		
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 . 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.			
<p align="center">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	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	114/09/15 ~ 114/09/21	Thesis introduction and reading articles		
2	114/09/22 ~ 114/09/28	Thesis introduction and reading articles		

3	114/09/29 ~ 114/10/05	Academic ethics and reading articles	
4	114/10/06 ~ 114/10/12	Statistics	
5	114/10/13 ~ 114/10/19	Statistics	
6	114/10/20 ~ 114/10/26	ANOVA	
7	114/10/27 ~ 114/11/02	ANOVA	
8	114/11/03 ~ 114/11/09	Linear regression analysis	
9	114/11/10 ~ 114/11/16	An assignment with taking home test	
10	114/11/17 ~ 114/11/23	Midterm test	
11	114/11/24 ~ 114/11/30	Plagiarism, Cheating and Research Integrity	
12	114/12/01 ~ 114/12/07	Plagiarism, Cheating and Research Integrity	
13	114/12/08 ~ 114/12/14	Final reports for paper presentation	
14	114/12/15 ~ 114/12/21	Final reports for paper presentation	
15	114/12/22 ~ 114/12/28	Final reports for paper presentation	
16	114/12/29 ~ 115/01/04	Final reports for paper presentation	
17	115/01/05 ~ 115/01/11	Flexible Learning Schedule	
18	115/01/12 ~ 115/01/18	Flexible Learning Schedule	
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	<p>Too many absences will be advised and rejected to final report.</p> <p>Generative AI Ethics Statement</p> <p>This course encourages students to use AI for collaboration and mutual learning to enhance course outcomes based on the principles of transparency and responsibility.</p> <p>This course adopts the following policy:</p> <p>Conditionally open, please specify how generative AI is used in assignments or reports.</p> <p>Students should briefly explain how they use generative AI in the course assignments or reports in the "footnote on the title page" or "after the references," such as for brainstorming, text polishing, or structural references. For "personal reflection reports" and "group interview assignments," the use of generative AI tools for writing is prohibited. If it is found that generative AI was used but not indicated in the assignment or report, the instructor, the university, or related units have the right to reevaluate the assignment of report or withhold scores. Students enrolled in this course agree to the above ethics statement.</p>
Textbooks and Teaching Materials	<p>Self-made teaching materials:Handouts</p> <p>Using teaching materials from other writers:Handouts</p>
References	
Grading Policy	<p>◆ Attendance : 20.0 % ◆ Mark of Usual : 10.0 % ◆ Midterm Exam : 30.0 %</p> <p>◆ Final Exam : %</p> <p>◆ Other 〈final report〉 : 40.0 %</p>
Note	<p>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.</p> <p>※"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.</p>