Institute of International Management

RA50200 Seminar in Business Management (企業經營專討)

Spring 2010 (98 學年度第 2 學期)

The Institute of International Management is dedicated to providing a quality teaching and research environment to provide students with a broad, integrated knowledge of management in preparation for successful careers in business, government or academia.

General Program Learning Goals (goals covered by this course are indicated):

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<td>1</td>
<td>Graduates should be able to communicate effectively verbally and in writing.</td>
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<td>2</td>
<td>Graduates should solve strategic problems with a creative and innovative approach.</td>
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<td>3</td>
<td>Graduates should demonstrate leadership skills demanded of a person in authority.</td>
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<td>4</td>
<td>Graduates should think with a global management perspective.</td>
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<td>5</td>
<td>Graduates should possess the necessary skills and values demanded of a true professional.</td>
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Instructor: Dr. Hao-Chieh Lin and Dr. Don Jyh-Fu Jeng

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Office Hours: By appointment

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Class Time: Sun. 09:10-16:00 (Elective, 3 Credits; Every other week; Starting from March 7th)

Class Location: Rm# 62401

Course TA: Lanting Maria Corazon

TA's E-mail: corazonlanting@yahoo.com

Course Description and Objectives

The course will discuss issues related with research methodologies with emphases on fundamental research concepts, conceptual reasoning, and “story-telling” abilities. Statistics are not our focus, though we encourage you to get a solid understanding of statistics so as to advance your learning effectiveness. Your learning outcomes also can be largely increased if you can connect your own domain knowledge/theories/experiences with appropriate research methods that we discuss in the class. Equally, we believe that it’s our collective efforts making the class successful. Therefore, active dialogues (asking and responding) and engagements are highly appreciated as well.

Specifically, we expect to achieve the following goals in this course:

1. To introduce both quantitative and qualitative research methods
2. To help students ask and approach “good” research questions
3. To expose students in a variety of topics in the field of social science
4. To cultivate students’ in-depth and logical way of thinking
5. To increase students’ capabilities in writing a high-quality thesis

**Course Requirements**

**A. Term Paper (written and oral)**

At phase 1, please submit a one-page bullet-point description of your research issue (topic, motive, significance, and implications). At phase 2, please submit a paper with no less than 20 and no more than 50 pages (double spaced with Times New Roman Font regular 12). The individual-based term paper is expected to be a scholarly work (equivalent to thesis proposal). In other words, it must include Introduction, Literature Review, and Methodology. Term papers with Results and Conclusions are optional yet highly appreciated.

It is our belief that only through academic research and using social research methods can students really grasp the essence of this course. Therefore, the term paper is a good indicator to what extent a student comprehends. Early discussion with your advisor in choosing an appropriate topic is always a good idea. Each student must get his/her thesis advisor’s approval (with signature) on the chosen topic by May 31. A PowerPoint presentation is required and will be scheduled on the last two weeks of classes. After presentation, you should hand in the term paper with at least 30 references (among them at least 5 references cited must be published after 2005) in APA style.

**B. Paper Critique (written and oral)**

Students are expected to form several groups (3 or 4 in a group) for research paper critique. You need to take yourself as a reviewer or a thesis committee member and present your most critical comments on the selected paper (you can appreciate the selected paper as well). The critique needs to be comprehensive and extensive. A designated group needs to do PPT presentation to show their comments while every group needs to submit a 1-2 page critique for each of selected papers. The PPT and the summary needs to email to TA before 6:00pm, Friday. Each group member should contribute equally to the group. Your final grade in this area will also be based on peer review of your team members.

**C. Assignments**

Given the abundance of the topics covered in the course, students are responsible for reading all the materials in the perspective chapters even if the instructors do NOT introduce them all in the lecture due to the time constraint. However, students are always welcome to discuss with the professors if necessary.
Grading

- Written term paper (2 Phases): 35%
- Term Paper Presentation: 25%
- Paper critique (presentation and summary): 20%
- Attendance, participation, and contribution: 20%

Textbook


Reference Materials

2. Research papers.

Course Content

- Writing a Thesis Proposal
- The Research Process: Develop a "Good" Research
- Research Proposals and Ethics in Business Research
- Research Design Strategies
- Sampling Design
- Measurement and Measurement Scales
- Survey Methods and Instruments
- Secondary Data Exploration and Observational Studies
- Qualitative Research
- Experimental Design
- Data Preparation and Examinations
- Hypothesis Testing and Association Analyses
- Multivariate Analysis: An Overview
- Results and Discussions
- Special topics
* Guest speeches will be arranged twice

Other Policies

1. Write-up and Grading
   - The paper critique write-ups must be typed (not hand-written) and be submitted with a cover page including the names and student IDs of group members.
   - Write-up (and PPT) is due exactly at the prescribed time. No late submission is accepted.
   - Any questions or complaints regarding the grading must be raised within one week after the score is
made available.

◆ All write-ups should be original.

2. Attendance

(1) You must display your name tag in front of the desk for discussion purpose.
(2) You have to sign the attendance sheet when entering the classroom. If you sign for other participants or do not sign on the attendance sheet, you will be regarded as “being absent” no matter what evidence you provide to TA or me afterwards.
(3) If you come in class late or leave early, your attendance may count as a half of the day.
(4) There is no need for you to ask for apology when you are absent from class.
(5) Participant leave (whether casual or sick leave) exceed one third (1/3) of the total course hours in a semester will automatically result in FAIL in the final grade.

3. Penalty for cheating

Plagiarism will be extremely severe. Use your best judgment. If you are not sure of certain criteria or issues, consult me. Standard academic honesty procedure will be followed, and active cheating and/or plagiarism will automatically result in FAIL in the final grade.

4. You are expected to come to every class with full preparation and responsible for everything discussed in class. Be alert of your attendance and participation counts. You may receive a zero for absence from or lack of participation.

5. No incomplete grade under nearly all situations unless one have sound reason and documented evidence. A student who receives an incomplete grade must have completed or passed a significant portion of the course.

6. Pay very careful attention to your e-mail correspondence. It reflects your communication skills. Non-standard English such as "how r u?" in your e-mail message should be avoided. In addition, I recommend you put the class number and a brief summary of your question in your e-mail subject. For example, “Subject: RA50200 A question on mid-term exam.”

7. I will immediately discard ANY anonymous e-mails.

8. The ringing, beeping, buzzing of cell phones and/or watches during class time is extremely rude and disruptive to your fellow students and to the class flow. Please turn all cell phones and watches off or into silent mode prior to the start of class.

9. For any disability accommodations needed for the course, please notify me during the first week of the semester.