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):

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>✓</td>
<td>1 Graduates should be able to communicate effectively verbally and in writing academic research.</td>
</tr>
<tr>
<td>✓</td>
<td>2 Graduates should solve strategic problems with a creative and know how to develop the academic papers.</td>
</tr>
<tr>
<td></td>
<td>3 Graduates should demonstrate leadership skills demanded of a person in authority.</td>
</tr>
<tr>
<td></td>
<td>4 Graduates should think with a global management perspective.</td>
</tr>
<tr>
<td>✓</td>
<td>5 Graduates should possess the necessary skills and values demanded of a true professional.</td>
</tr>
</tbody>
</table>

**Instructor** : Wann-Yih Wu, PhD  
**Phone** : 53340 or email : wanyi@mail.ncku.edu.tw

**Class time** : Every other week on Sunday and class starts at 10 am- 5:00 pm  
**Assistant of TA** : Taufiq Maulana : nuha_tazkirah@yahoo.com  
**Personal TA** : Will be assigned

I. **COURSE OBJECTIVES:**

Business research methods emphasize more on business research models that estimate a variable’s causal effect. This course aims at providing students with research techniques and skills for analyzing quantitative data that may be required for their individual research project, the publication of the research and an academic career. The emphasis is on practical uses of SPSS and AMOS software tools in order to discover and prove new scientific facts and relationships. This class encourages students to have basic understandings of statistics literacy and develop statistical thinking. All students are required to read the materials before the class. During classes, six group assignments, individual mid-term project, final exam and final individual report and presentation will be assigned by following sessions of teaching schedules. Hopefully, the students would be able to identify and know how to interpret their research results by using appropriate statistical method techniques.

II. **TEXT BOOKS AND SOFTWARE PACKAGES**

3. SPSS 18 and AMOS 18 or any latest version.

III. **TEACHING SCHEDULE (SEE ATTACHMENT)**

IV. **ASSIGNMENTS AND FINAL EXAM**

1. **Group assignments:** 3-4 people in a group will be handled with 6 homework assignments *(see Class Schedule)*. Hand writing will be not accepted.

2. **Individual Mid-Term Report (see Appendix-1)**
3. Individual Final Report (see Appendix-2)

4. Final Exam—multiple choice and essay questions will be designed.

5. This syllabus designs for both Master and PhD students. However, extra works for PhD students, each PhD student does need to choose two qualitative papers to present and the paper will be assigned (see Appendix-3). PhD students have to design your own research framework and apply all methodologies to complete the mid-term, the final project, and presentation.

- All assignments and reports must be followed the APA 5th formatting styles.
- Any late assignment will not be accepted.
- Any special reason need to be absent during the final exam, student needs to inform Professor at least one week in advance, then “make-up exam will be given.”

V. Grading Work Policies:

Students are expected to attend all classes. If you miss to submit any homework assignment or to attend the final exam, you will get Zero. Respectively, all the reports must be your original work and created by you. To be avoiding plagiarism, any report can be found that you are copying from each other or other groups; both sides will get Zero. Most importantly, any cheating behavior during the final exam will not be allowed. If any case can be found, then the final grade will be failed.

VI. Grading Policy:

<table>
<thead>
<tr>
<th></th>
<th>Master</th>
<th>PhD</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Class participations (Presentation, PhD)</td>
<td>10%</td>
<td>10% + 5% (Presentation)</td>
</tr>
<tr>
<td>2. Group assignments (6 assignments)</td>
<td>25%</td>
<td>25%</td>
</tr>
<tr>
<td>3. Individual mid-term report</td>
<td>15%</td>
<td>15%</td>
</tr>
<tr>
<td>4. Individual final report and presentation</td>
<td>20%</td>
<td>20%</td>
</tr>
<tr>
<td>5. Final exam</td>
<td>30%</td>
<td>25%</td>
</tr>
<tr>
<td>Week#</td>
<td>Date</td>
<td>Teaching Contents</td>
</tr>
<tr>
<td>-------</td>
<td>--------</td>
<td>-----------------------------------------------------------------------------------</td>
</tr>
</tbody>
</table>
| 1     | 23 Sept| • **Introduction**: Course Syllabus  
       • **Chapter-1**: Introduction : Methods and Model Building (2)  
       • **Chapter-2**: Cleaning and Transforming Data (2)  
       • **Chapter-3**: Factor Analysis (2)  
|       |        |                                                                                   | • HW# 1—Factor Analysis                                                           | • Sunday, 30-Sept-2012  
       |        |                                                                                   |                                                                                      | • Time: 5:00PM-8:00PM  
       |        |                                                                                   |                                                                                      | • Location: 4<sup>th</sup> Floor |
| 2     | 7 Oct  | • **Chapter-1**: Research in Business (1)  
       • **Chapter-4**: The Research Process: An Overview (1)  
       • **Chapter-4**: Simple and Multiple Regression(2)  
       • **Chapter-7**: Logistic Regression(2)  
|       |        |                                                                                   | • HW#2—Simple and Multiple Regressions, and Logistic Regression.                     | • Sunday, 14-Oct- 2012  
       |        |                                                                                   |                                                                                      | • Time: 5:00PM-8:00PM  
       |        |                                                                                   |                                                                                      | • Location: 4<sup>th</sup> Floor |
| 3     | 21 Oct | • **Chapter-5**: Secondary Data and Exploration (1)  
       • **Chapter-3**: Thinking like a Researcher (1)  
       • **Chapter-14**: Sampling (1)  
       • **Chapter-5**: Canonical Correlation (2)  
|       |        |                                                                                   | • HW#3—Canonical Correlation                                                        | • Sunday, 28-Oct- 2012  
       |        |                                                                                   |                                                                                      | • Time: 5:00PM-8:00PM  
       |        |                                                                                   |                                                                                      | • Location: 4th Floor    |
| 4     | 4 Nov  | • **Chapter-9**: Experiments (1)  
       • **Chapter-7**: Multiple Discriminant Analysis (2)  
       • **Chapter-8**: ANOVA and MANOVA (2)  
       • **Chapter-9**: Grouping Data with Cluster Analysis (2)  
|       |        |                                                                                   | • HW#4—ANOVA and MANOVA + Cluster Analysis                                           | • Sunday, 11-Nov- 2012  
       |        |                                                                                   |                                                                                      | • Time: 5:00PM-8:00PM  
       |        |                                                                                   |                                                                                      | • Location: 4<sup>th</sup> Floor |
| 5     | 18 Nov | • **Chapter-6**: Conjoint Analysis (2)  
       • **Chapter-10**: MDS and Correspondence Analysis (2)  
       • **Chapter-7**: Qualitative Research (1)  
       • **Chapter-8**: Observation Studies (1)  
|       |        |                                                                                   | • HW#5—MDS and correspondence analysis                                            | • APA and EndNote  
       |        |                                                                                   |                                                                                      | • Sunday, 25-Nov- 2012  
       |        |                                                                                   |                                                                                      | • Time: 5:00PM-8:00PM  
       |        |                                                                                   |                                                                                      | • Location: 4<sup>th</sup> Floor |
| 6     | 2 Dec  | • **Chapter-17**: Hypothesis Testing (1)  
       • **Chapter-10**: Surveys (1)  
|       |        |                                                                                   | • HW#6—SEM                                                                       | • Sunday, 9-Dec- 2012  
       |        |                                                                                   |                                                                                      | • Time: 5:00PM-9:00PM  
<pre><code>   |        |                                                                                   |                                                                                      | • Location: 4&lt;sup&gt;th&lt;/sup&gt; Floor |
</code></pre>
<table>
<thead>
<tr>
<th>Week#</th>
<th>Date</th>
<th>Teaching Contents</th>
<th>Assignments &amp; Deadline</th>
<th>Tutorial Classes</th>
</tr>
</thead>
<tbody>
<tr>
<td>7</td>
<td>16 Dec</td>
<td>• Chapter-6: Research Design: An Overview (1)</td>
<td>• Deadline: HW # 5</td>
<td>• Sunday, 23-Dec- 2012</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Chapter-11-12: SEM: An Introduction and Application (2)</td>
<td>(1:00PM-2:00PM)</td>
<td>• Time: 3:00PM-9:00PM</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Chapter-12: Measurement Scales (1)</td>
<td>• Deadline: HW # 6</td>
<td>• Location:2th Floor</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Chapter -13: Questionnaires and Instruments (1)</td>
<td>(1:00PM-2:00PM)</td>
<td>(Discussion Individual HW issues)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Data Envelopment Analysis (DEA) (3)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Analytic Hierarchy Process (AHP) (3)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>30 Dec</td>
<td>• Individual Final Presentation</td>
<td>To be announced</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>13 Jan</td>
<td>• Individual Final Presentation</td>
<td>To be announced</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>20 Jan</td>
<td>• Final Exam</td>
<td>Deadline: Final Report (Appendix-2)</td>
<td></td>
</tr>
</tbody>
</table>

This teaching schedule can be changed and adjusted.

(1) Cooper and Schindler (2011); (2) Hair, Black, Babin and Anderson (2010); (3) Hand out by Professor Wu.
Appendix-1: Individual Mid-Term Requirement

DEADLINE: 18TH NOVEMBER, 2012
(HAND IN BRM CLASS)
**************

FOR MASTER STUDENTS, the topic of the individual mid-term reports will be assigned by TA (each student needs to randomly pick-up the project topic) and the reports will be covering on the following statistical methods:

1. Factor Analysis and Reliability test
2. Multiple Regression and Logistic Regression analysis
3. Canonical Correlation Analysis
4. MANOVA, ANOVA, Cluster Analysis and Discriminant Analysis.

• Research conceptual model and questionnaire design of your project need be reported.
  (Sample of individual mid-term project will be provided)
APPENDIX-2: FINAL PROJECT REPORT AND PRESENTATION

DEADLINE: 20TH January, 2013
**********

Individual final report consists of the following main five chapters:

1. **Chapter 1:** Introduction
2. **Chapter 2:** Literature review
3. **Chapter 3:** Research Design and Methodology
4. **Chapter 4:** Research Results and Analyses
5. **Chapter 5:** Conclusion

• The report must follow the APA formatting styles.

• On the final exam day, the following documents need to be submitted to TA:

  **Hard Copy:**
  1. A copy of the final report (updated version after the final presentation)

  **Soft Copies**
  1. Final report
  2. PPT of your final presentation
  3. SPSS Data set and all outputs of each step of statistical methods (i.e., Factor analysis, multiple and logistic regression…and so on).

All soft copies must be well-organized in one folder (i.e., BRM-RA7981076-Shirley) and you need to upload it into TA’s computer.
APPENDIX-3: QUALITATIVE PAPERS FOR PHD STUDENTS

Each PhD student needs to choose two qualitative papers to represent for the following weeks (will be assigned and announced).


