



課 綱 Course Outline  
企業管理學系博士班經營管理組

中文課程名稱 Course Name in Chinese	企業管理量化研究方法				
英文課程名稱 Course Name in English	Quantitative Research Method in Business Administration				
科目代碼 Course Code	BM_75000	班 別 Degree	博士班 Ph. D.		
修別 Type	選修 Elective	學分數 Credit(s)	3.0	時 數 Hour(s)	3.0
先修課程 Prerequisite					
課程目標 Course Objectives					
This course is designed to provide students with an overview of research methodology applicable to the investigation of organizational phenomena. It is intended to introduce the fundamental skills and concepts needed to design and conduct management research at the Ph.D. level and to enhance the students' ability to evaluate the research of others.					
系教育目標 Dept.'s Education Objectives					
1	培養具國際觀之經營管理人才 To develop managerial talent with a global perspective.				
2	培養具知識整合能力之經營管理人才 To develop managerial talent with knowledge integration abilities.				
3	培養具先機掌握能力之經營管理人才 To develop managerial talent with initiative-seizing abilities.				
4	培養具人文素養之經營管理人才 To develop managerial talent with humanism quality.				
系專業能力 Basic Learning Outcomes				課程目標與系專業能力相關性 Correlation between Course Objectives and Dept.'s Education Objectives	
A	具備企業管理相關理論與應用的知識 Having knowledge of modern management theories and practices			●	
B	具備邏輯推演、獨立思考與問題解決的能力 Having capability of logical reasoning, independent thinking, and problem solving			●	

C	具備學研產官重要議題與趨勢掌握的國際觀 Having global perspective on key issues in academia, research, industry, and government	
D	具備專業與產業的倫理洞察力與堅持 Having insights and persistence of professional and industry ethics.	
圖示說明Illustration : ● 高度相關 Highly correlated ○ 中度相關 Moderately correlated		
課程大綱 Course Outline		
What is scientific research Experimental design & multivariate analysis Measurement and questionnaire design Factor analysis Reliability Validity Variable relationships Structural equation modeling in practice		
資源需求評估 (師資專長之聘任、儀器設備的配合 . . . 等) Resources Required (e.g. qualifications and expertise, instrument and equipment, etc.)		
小型研討室, SPSS, LISREL, AMOS		
課程要求和教學方式之建議 Course Requirements and Suggested Teaching Methods		
The course is organized into two main sections. The first section takes an in-depth look at the conceptual and methodological issues in the research design process. The second section introduces students to the application of structural equation modeling in behavioral research.		
其他 Miscellaneous		