國立東華大學

課　綱　Course Outline

資訊管理學系一般組

中文課程名稱 Course Name in Chinese	商業研究方法				
英文課程名稱 Course Name in English	Business Research Methods				
科目代碼 Course Code	IM__50250	班　別 Degree	碩士班 Master's		
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

An applied and practical course surveying the contemporary advanced research methods and statistical techniques applied to business settings. Upon completion of the course and its prerequisite, students should have a comprehensive understanding of the research process. Topics include advanced research design and collection of data, the use of advanced statistical procedures such as multiple regressions, univariate and multivariate analysis of variance, factor analysis, as well as the interpretation and presentation of results. Students will have the opportunity to apply these concepts and methods to business problems through case- and/or project-oriented methodologies. Where appropriate, computer-assisted problem solving is applied to the use of the research models.

系教育目標
Dept.'s Education Objectives

1	培育具備資訊技術解決問題思維能力之高級人才 Cultivate senior personnel with the capability of information technology to solve problems with thinking skills
2	以資訊技術為核心，培育具有高度專業能力之技術人才 Cultivate professional personnel with the capability of information technology
3	以管理為對象，培育具有創新、研發、企劃整合能力之高級人才 Cultivate senior personnel with the capability of innovation, research and development and integrated planning
4	提供數位內容、電子商務與知識管理所需之人才 Cultivate personnel with the capability of digital content, electronic commerce and knowledge management
5	培育符合國家與區域發展所需之資訊管理人才 Cultivate information management personnel to meet the needs of national and regional development

	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	培育具備創造與思考能力、服務精神、團隊合作以及國際觀 Nurture ability regarding creativity and thinking, spirit of service, teamwork and international view	●
B	培養具備資訊專業知識與技能 Nurture professional ability and skill regarding information	●
C	培養具備資訊科技與管理領域之知識整合應用能力 Nurture integrated ability regarding information technology and management	●
D	培養具備解決問題之資訊剖析、組織、整合、應用以及表達的能力 Nurture ability of information analysis, organization, integration, application, and expression regarding problem solving	●
E	培養具備獨立研究、領導智能與資訊創新的能力 Nurture ability regarding independent research, leadership and information innovation	○

圖示說明Illustration：● 高度相關 Highly correlated ○中度相關 Moderately correlated

課程大綱
Course Outline

week	內容（Subject/Topics）	備註Remarks
1	Chapter 1 Chapter 2 Lab 1	Ch1: Questions 4, 5, 6, 8, 11 Ch2: Questions 2, 4, 7
2	Chapter 3 Lab 2	Questions 4, 5, 6
3	Chapter 4 Lab 3	Questions 1, 6, 7
4	Chapter 5 & Review for Test I	Questions 1, 6, 7
5	Test I	
6	Chapter 6 Chapter 7 Lab 4	Ch 6:Questions 5, 7 Ch 7:Questions 1, 4
7	Chapter 8 Lab 5	Questions 1, 4
8	Chapter 9 Survey Topic Chapter 10 Survey Design , Administration & Review for Test II	Questions 3, 4, 10 Questions 1, 4, 6, 7, 8, 9
9	Midterm Exam (Test II)	
10	Chapter 11 Experiment Design Lab 6	Questions 2, 3, 10
11	Chapter 12 Experiment Design Chapter 13 Reliability Validity	Questions 10 Questions 1, 5, 6

	Lab 7	
12	Chapter 14 Rank Scale	Questions 9
13	Chapter 14 & Review for Test III	
14	Test III	
15	Chapter 15	Questions 1
	Lab 8	
16	Chapter 16	Questions 5, 11
	Sample	
	Population	
	Administer Survey	
17	Chapter 17	Questions 2, 3, 5, 8, 16, 17, 19
	& Review for Test IV	
18	Final Exam (Test IV)	

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.)

Computer Labs and Statistical Software.

Textbook & Other References (Title, Author, Publisher, Agents, Remarks, etc.)
Title: Business Research Methods
Authors: William G. Zikmund, Barry J. Babin, Jon C. Carr, and Mitch Griffin
Publisher?: ? Cengage Learning; 9th edition (March 12, 2012)
ISBN-10?: ? 1111826927
ISBN-13?: ? 978-1111826925

課程要求和教學方式之建議
Course Requirements and Suggested Teaching Methods

Lectures, Labs, and Project

其他
Miscellaneous