



課 綱 Course Outline  
國際企業學系碩士班國際組

中文課程名稱 Course Name in Chinese	國際企業研究方法				
英文課程名稱 Course Name in English	Seminar on International Business Research Methods				
科目代碼 Course Code	IB_M0050	班 別 Degree	碩士班 Master' s		
修別 Type	必修 Required	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 theories and application of psychometrics, causal modeling, and other (international) business research methods.					
系教育目標 Dept.' s Education Objectives					
1	培養具國際企業知識之高階管理人才。 Build a foundation of international business knowledge to prepare students for being higher-level managers.				
2	培養創新與傑出之高階管理人才。 Prepare students for being innovative and excellent higher-level managers.				
3	培養優秀國際服務業高階管理人才。 Offer a program with an emphasis on proficiency in higher-level management of international service business.				
4	培養在地經營理念之高階管理人才。 Offer a program with an emphasis on higher-level management philosophy responsive to the Taiwanese business context				
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	具備國際企業管理之進階知識。 Students will have advanced knowledge of international business.			●	
B	具備多元邏輯思考、問題分析與解決之能力。 Students will be able to identify, analyze and solve business problems using logical and critical thinking.			●	

C	具備領導、溝通協調與團隊合作之能力。 Students will be able to demonstrate effective leadership, communication, coordination and teamwork skills.	○
D	具備國際視野以及外語溝通的能力。 Students will be able to communicate in foreign languages and have an awareness on global and cultural diversity issues.	○
E	具備跨國企業進階經營管理之能力。 Students will be able to demonstrate the advanced managerial skills for international business.	●
F	培養進階資訊科技運用之能力。 Students will be able to demonstrate proficiency in use of advanced information technology.	●
G	培養國際企業倫理之素養。 Students will be able to identify and understand the importance of ethical decision making for international business.	○

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

課程大綱  
Course Outline

1. Introduction of social science
2. Elements of research
3. Concepts of causal effect
4. Research designs
5. Statistical software applications

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.)

Statistical software: SPSS, LIMDEP, EVIEWS

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

Lecture and statistical software applications

其他  
Miscellaneous