



課 綱 Course Outline
國際企業學系碩士班一般組

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| 中文課程名稱 Course Name in Chinese | 社會科學研究方法 | | | | |
| 英文課程名稱 Course Name in English | Research methods on social science | | | | |
| 科目代碼 Course Code | IB_57890 | 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 | | | | | |
| <p>一、瞭解如何進行國際企業管理之相關研究 二、運用計量研究於國際企業之相關研究 三、運用質性研究於國際企業之相關研究</p> | | | | | |
| 系教育目標 Dept.' s Education Objectives | | | | | |
| 1 | <p>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.</p> | | | | |
| 2 | <p>培養具創新思維與創業能力之高階管理人才。 Build a foundation of innovation and entrepreneurship to prepare students for being higher-level managers.</p> | | | | |
| 3 | <p>培養具服務業經營能力之高階管理人才。 Create a managerial ability in Service industry for advanced managers.</p> | | | | |
| 4 | <p>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.</p> | | | | |
| 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 | <p>具備國際企業管理之進階知識與能力 Students will have advanced knowledge of international business.</p> | | | ● | |

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| 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 | 具備創新、創業之思維與能力。 To build a the concept and ability for innovation and entrepreneurship | ○ |
| F | 具備服務設計與產業分析之能力。 Students will be able to demonstrate the advanced abilities for service design and industry analysis. | ● |
| G | 具備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

- 一、國際企業研究之特性
- 二、企業研究程序之規劃
- 三、研究設計之意義與類型
- 四、測量工具的本質與發展
- 五、抽樣設計及研究方法類型
- 六、量性資料之分析與表達
- 七、深度訪談之理論與技巧
- 八、觀查法之理論與技巧
- 九、其他質性研究方法之理論與技巧探討
- 十、質性資料之整理分析

Class participation and presentation 25%

Term Paper 20%

Mid-term Exam 30%

Final Exam 30%

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.)

師資專長之聘任、儀器設備的配合

課程要求和教學方式之建議

Course Requirements and Suggested Teaching Methods

授課、討論與期末報告

其他

Miscellaneous