



課 綱 Course Outline  
資訊管理學系國際組

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	IM_M0110	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

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.)

Teachers with related knowledge.

#### 課程要求和教學方式之建議

#### Course Requirements and Suggested Teaching Methods

Mainly on teaching in classroom with group discussion

#### 其他

#### Miscellaneous