國立東華大學

課　綱　Course Outline

企業管理學系博士班資訊管理組

中文課程名稱 Course Name in Chinese	企業研究方法論				
英文課程名稱 Course Name in English	Seminar in Business Research Methodology				
科目代碼 Course Code	BM__85390	班　別 Degree		博士班 Ph.D.	
修別 Type	必修 Required	學分數 Credit(s)	3.0	時　數 Hour(s)	3.0
先修課程 Prerequisite					

<table>
<tr><td colspan="2" align="center">課程目標
Course Objectives</td></tr>
<tr><td colspan="2">研究方法是知識累積的最根本與關鍵的工具，奠定研究方法的技巧與觀念的更新，更是相當重要的。本課程同時探討傳統研究方法的問題，並討論目前研究典範的爭議。在到社會科學方法論各層面的議題上，本課程將先帶領學生探討科學哲學的基礎，包含自然科學與社會科學，接著探討在各研究階段所會碰到的問題。最後並將討論何謂好的與壞的研究標準。</td></tr>
<tr><td colspan="2" align="center">系教育目標
Dept.'s Education Objectives</td></tr>
<tr><td>1</td><td>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</td></tr>
<tr><td>2</td><td>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</td></tr>
<tr><td>3</td><td>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</td></tr>
<tr><td>4</td><td>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</td></tr>
<tr><td>5</td><td>培育符合國家與區域發展所需之資訊管理人才
Cultivate information management personnel and regional to meet the needs of national development</td></tr>
</table>

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	培育具備資訊管理相關理論與應用的知識 Cultivate the knowledge of information management application	○
B	培育具備邏輯推演、問題解決與獨立研究的能力 Cultivate the capability of logical deduction, problem solving and independent research	●
C	培養具備資訊專業知識與技能 Cultivate the professional ability and skill regarding information	○
D	培養具備資訊科技與管理領域之知識整合應用能力 Cultivate the integrated ability regarding information technology and management	○
E	培養具備創新思維、領導智能與國際觀的能力 Cultivate the ability regarding innovative thinking, leadership and international view	

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
2. The foundation of Scientific Philosophy
3. Research Process
4. Role of theory
5. Research Design
6. Data Collection
7. Data Analysis
8. Paper Reviewing & Writing

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