



課 綱 Course Outline
企業管理學系博士班觀光遊憩組

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	Social Science Research Methods				
科目代碼 Course Code	BM__85540	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					
課程目標 Course Objectives					
A. 提升學生設計和執行與商業管理相關研究的能力。 B. 培養學生分析和解釋研究數據的技能，為商業學術和實務知識作出貢獻。 C. 為學生在未來的學術和專業努力中作出學術貢獻做好準備					
A.To enhance students' ability to design and conduct research relevant to business management. B.To develop skills in analyzing and interpreting research data, contributing to academic and practical knowledge in business. C.To prepare students for significant scholarly contributions in their future academic and professional endeavors.					
系教育目標 Dept.'s Education Objectives					
1	培養具有國際視野之觀光休閒遊憩專業人才。 Build a foundation of global perspective to prepare students for being managers.				
2	培養具有整合與解析在地觀光休憩課題優秀管理者。 Offer a program with an emphasis on management philosophy responsive to the Taiwanese business context.				
3	培養優秀的觀光休憩研究與教育人才。 Prepare students for being tourism researchers and excellent managers and teaching capabilities.				
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	具備具有「深度遊憩體驗」經營與規劃的觀光休憩專業智能。 Develop "deep recreation experience" of tourism and recreation management and planning knowledge.	
B	具備具有「關懷社群健康」經營與規劃的觀光休憩專業智能。 Develop "Caring for the Community Health" of tourism and recreation management and planning knowledge	
C	具備具有「強調資源永續」經營與規劃的觀光休憩專業智能。 Develop "emphasis on sustainable resource" of tourism and recreation management and planning knowledge.	
D	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 with logical thinking.	●
E	具備解析在地課題、掌握國際趨勢之專業素養。 Having global perspectives on key issues in academia, research, industry, and government	●
F	具備專業研究與教學能力 Students will be able to conduct professional research and teaching.	●

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

課程大綱 Course Outline

本課程專為商管環境設計，深入探索當代先進的研究方法及統計技巧，適合商業管理領域的博士生學習。課程全面涵蓋質量研究方法，學生將全程參與從高級研究設計到數據收集，以及應用多元回歸分析、單變量和多變量方差分析、因子分析等複雜的統計處理技術。課程強調經由案例研究和項目實踐，將這些方法應用於解決真實商業問題，並融合統計軟體輔助的問題解決技術，提升對研究模型的應用與詮釋能力。完成本課程後，學生將能夠在各種商業情境中有效進行和應用社會科學研究方法，並深刻理解其實際價值。

This course offers a practical and applied exploration of contemporary advanced research methods and statistical techniques tailored for business environments. Designed for doctoral students in Business Management, it comprehensively covers both qualitative and quantitative research methodologies. Throughout the course, students will engage deeply with the entire research process—from advanced research design and data collection to applying sophisticated statistical procedures such as multiple regressions, univariate and multivariate analysis of variance, and factor analysis. A strong emphasis is placed on the practical application of these methods to solve real-world business challenges through case studies and project-based learning. Additionally, the course integrates computer-assisted problem-solving to enhance the application and interpretation of research models. By the end of this course, students are expected to have a robust understanding of how to conduct and apply social science research methods effectively in various business contexts.

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.)

量化與質化研究的專業師資、相關圖書設備、多媒體教學儀器
Professional faculty in quantitative and qualitative research, relevant library resources, and multimedia teaching equipment.

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

各種研究方法的探討、實際進行研究、期末報告
Discussion of various research methods, conducting actual research, and final report.

其他 Miscellaneous

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