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②图 i 東華大學 教學計劃表 Syllabus

		狄丁	- 可 町 11	Oyıı	abus				
	名稱(中文) me in Chinese	ì		學年/學期 Academic Year/Seme	ester	113/2			
	名稱(英文) me in English	Seminar in Business Research Methodology							
	目代碼 rse Code	系級 開課單位 Course-Offering Department Department					企業管理學系		
	修別 Type	必修 Required	0/3.0						
	課教師 tructor	/夏締青							
	修課程 equisite								
課程描述 Course Description									
This course is designed to provide students with theories and application of psychometrics, causal modeling, and other (international) business research methods. Students are expected to gain a significant understanding of multivariate analysis and the ability to conduct and write research (method part).									
課程目標 Course Objectives									
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。 課程目標與系專業能									
系專業能力 Basic Learning Outcomes							力相關性 relation between urse 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							0		
R 培育具	-備邏輯推演、問題	解決與獨立研究的無		e capabil	ity 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							\circ		
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							0		
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[]	lustration :	● 高度相關 Hi	ghly correla	ted 〇中	度相關 Moderately	corre	lated		
		授課進	度 表 Teaching	Schedul	e & Content				
週次Week		內容	備註Remarks						
1	An overview of	this course/Sy							
2	2 A review of the basic concepts of research								
3	Ethics in bus	iness research							
4	Thinking like a	a researcher an	d Literature R						
5 71 116 1									

Identifying research gap and Formulating hypotheses

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6	Multivariate analysis: An overview						
7	Holiday						
8	Research Scales						
9	期中考試週 Midterm Exam						
10	Research Design: Experiment						
11	Research Design: Survey						
12	Data analysis approaches						
13	Questionnaire design/ Cross cultural research						
14	How to qualitatively evaluate a paper/assigned reading						
15	Paper presentations & discussion (I)						
16	Paper presentations & discussion (II)						
17	Final Exam						
18	Supplementary Teaching						
教學策略 Teaching Strategies							
✓ 課堂講授 Lecture ✓ 分組討論Group Discussion 參觀實習 Field Trip							
✓ 其他Miscellaneous: <u>software demonstrations</u>							
教學創新自評Teaching Self-Evaluation							
創新教學(Innovative Teaching)							
▼ 問題導向學習(PBL) ■ 團體合作學習(TBL) ■ 解決導向學習(SBL)							
翻轉教室 Flipped Classroom							
社會責任(Social Responsibility)							
在地實踐Community Practice							
跨域合作(Transdisciplinary Projects)							
→ 跨界教學Transdisciplinary Teaching							
業師合授 Courses Co-taught with Industry Practitioners							
其它 other:							

學期成績計算及多元評量方式 Grading & Assessments									
配分項目	配分比例 Percentage	多元評量方式 Assessments							
Items		測驗 會考	實作 觀察	口頭 發表	專題 研究	創作 展演	卷宗 評量	證照 檢定	其他
平時成績 General Performance	20%								
期中考成績 Midterm Exam	20%								
期末考成績 Final Exam	30%								
作業成績 Homework and/or Assignments	30%								
其他 Miscellaneous ()									

評量方式補充說明

Grading & Assessments Supplemental instructions

教科書與參考書目(書名、作者、書局、代理商、說明)

Textbook & Other References (Title, Author, Publisher, Agents, Remarks, etc.)

Business Research Method, D.R. Cooper and P. S. Schindler, McGraw Hill: 12e

課程教材網址(含線上教學資訊,教師個人網址請列位於本校內之網址)

Teaching Aids & Teacher's Website(Including online teaching information.

Personal website can be listed here.)

其他補充說明(Supplemental instructions)

Journal Papers on Research Methods