



教學計劃表 Syllabus

課程名稱(中文) Course Name in Chinese	國際企業研究方法			學年/學期 Academic Year/Semester	113/2			
課程名稱(英文) Course Name in English	Seminar on International Business Research Methods							
科目代碼 Course Code	IM_M0110	系級 Department & Year	碩士	開課單位 Course-Offering Department	資訊管理學系			
修別 Type	選修 Elective	學分數/時間 Credit(s)/Hour(s)	3.0/3.0					
授課教師 Instructor	/夏締青							
先修課程 Prerequisite								

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

This course is designed to provide students with theories and application of psychometrics, causal modeling, and other (international) business research methods.

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	<input type="circle"/>
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	<input checked="" type="circle"/>
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	<input checked="" type="circle"/>

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

授課進度表 Teaching Schedule & Content

週次Week	內容 Subject/Topics	備註Remarks
1	An overview of this course/Syllabus	
2	A review of the basic concepts of research	
3	Ethics in business research	
4	Thinking like a researcher and Literature Review/assigned reading	
5	Identifying research gap and Formulating hypotheses	

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: software demonstrations

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 磨課師 Moocs

社會責任 (Social Responsibility)

在地實踐 Community Practice 產學合作 Industry-Academia Cooperation

跨域合作 (Transdisciplinary Projects)

跨界教學 Transdisciplinary Teaching 跨院系教學 Inter-collegiate 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 Items	配分比例 Percentage	多元評量方式 Assessments						
		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
平時成績(含出缺席) General Performance (Attendance Record)	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