


**國立東華大學**  
**教學計畫表 Syllabus**

|                                    |                                                                                                                                                                                                                                                                                                                                    |                              |    |                                       |       |
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| 課程名稱(中文)<br>Course Name in Chinese | 研究方法                                                                                                                                                                                                                                                                                                                               |                              |    | 學年/學期<br>Academic Year/Semester       | 113/2 |
| 課程名稱(英文)<br>Course Name in English | Research Methods                                                                                                                                                                                                                                                                                                                   |                              |    | 授課教師<br>Instructor                    | 李怡珍   |
| 科目代碼<br>Course Code                | IM__50130<br>BM__79000                                                                                                                                                                                                                                                                                                             | 系級<br>Department<br>& Year   | 碩博 | 開課單位<br>Course-Offering<br>Department | 資管系   |
| 修別<br>Type                         | <input checked="" type="checkbox"/> 必修 Required<br><input type="checkbox"/> 選修 Elective<br><input type="checkbox"/> 學程 Program                                                                                                                                                                                                     | 學分數/時數<br>Credit(s)/ Hour(s) |    | 3                                     |       |
| 先修課程<br>Prerequisite               | 統計學(一)                                                                                                                                                                                                                                                                                                                             |                              |    |                                       |       |
| 課程描述<br>Course Description         | The core issue with conducting business research is – how do we arrive at a credible knowledge through proper research practices? The methods covered will include experimentation, survey, interviewing, and field research. During the tour of the various methods, we will confront the issues of quality, validity, and rigor. |                              |    |                                       |       |

| 授課進度表 Teaching Schedule & Content |                                                                                                  |             |
|-----------------------------------|--------------------------------------------------------------------------------------------------|-------------|
| 週次<br>week                        | 內容 (Subject/Topics)                                                                              | 備註 Remarks  |
| 1                                 | Course Overview                                                                                  |             |
| 2                                 | Foundation of Business Research (Introduction, Theory and Research Model, Methodology Selection) |             |
| 3                                 | Foundation of Business Research (Introduction, Theory and Research Model, Methodology Selection) | EndNote     |
| 4                                 | Foundation of Business Research (Introduction, Theory and Research Model, Methodology Selection) |             |
| 5                                 | Measurement and Survey Scale Development                                                         |             |
| 6                                 | Measurement and Survey Scale Development                                                         | Survey Cake |
| 7                                 | Designing Survey Questions                                                                       |             |
| 8                                 | Reliability and Validity                                                                         |             |
| 9                                 | 期中考試週 Midterm Exam                                                                               |             |
| 10                                | Proposal Presentation                                                                            |             |
| 11                                | Reliability and Validity                                                                         | Smart PLS   |
| 12                                | Experiment Design                                                                                | Smart PLS   |
| 13                                | Experiment Design                                                                                | SPSS        |
| 14                                | Project Consultation                                                                             | SPSS        |
| 15                                | Final Presentation                                                                               |             |
| 16                                | Final Research Report                                                                            |             |
| 17                                | Flexible courses and Outcome Review                                                              |             |



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| 其他補充說明 (Supplemental instructions) |
| 指定閱讀論文清單                           |