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②図玄東華大學 :計劃表 Syllabus

	教与	产計劃表	Syl	labus				
課程名稱(中文) Course Name in Chinese	研究方法 P年/學期 Academic Year/Seme				ester	113/2		
課程名稱(英文) Course Name in English	Research Methodology							
科目代碼 Course Code	TRLS50500	觀光	觀光暨休閒遊憩學系					
修別 Type	必修 Required							
授課教師 Instructor	/吳宗瓊							
先修課程 Prerequisite								
課程描述 Course Description								
* 傳達學術研究的基礎 * 以Step by Step 的				开究的基礎概念與能力 撰寫				
	課	程目標 Cours	se Objec	tives				
在使修習者瞭解學術研究的精 考、及方法應用的能力。本課 受到多方的觀點與擴大學習的	程透過嚴謹的設							
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 具備觀光、休閒、遊憩之 recreation and leisure		Have advanced l	knowledge	on tourism `		•		
B 具備多元邏輯思考、問題分析與解決的能力Students will be able to identify, analyze and solve business problems with logical thinking.								
C 具備跨文化領導、溝通協調與團隊合作的能力Students will be able to demonstrate effective leadership, communication, coordination and teamwork skills.						\bigcirc		
D 具備國際視野以及外語溝通的能力Students will be able to communicate in foreign languages and have an awareness of the global and cultural diversity issues.						0		
E 善用資訊科技進行資訊搜尋、分析與統整To Use of technology for information gathering, analysis and integration.								
熟悉「深度遊憩體驗」之經營與規劃的觀光休憩知識To Develop "deep recreation experience" of tourism and recreation management and planning knowledge.								
								
H 熟悉「強調資源永續」之經營與規劃的觀光休憩知識To Develop "emphasis on sustainable resource" of tourism and recreation management and planning knowledge.								
resource" of tourism a								
resource of tourism a 圖示說明Illustration :	● 高度相關 Hi	ighly correla	ated ○	中度相關 Moderately	corre	lated		
resource" of tourism a		ighly correla 度表 Teaching		-	corre	lated		
resource" of tourism a	授 課 進		g Schedu	-		lated 備註Remarks		

2	觀光休閒遊憩研究議題;如何決定研究課題 How to start up an academic research; Critical research issues on Tourism, Recreation and Leisure Studies
3	研究設計 Research Design
4	研究設計 II Research Design II
5	研究對象 Sampling
6	研究對象 II Sampling
7	資料觀察與衡量 Observation and Measurement
8	春假
9	資料衡量 II Measures and Scales II
10	資料分析工具 Data Aanalysis
11	科學研究的基本工夫-文獻與學術寫作 Basic research skills - literature reviews and academic writing
12	科學研究的基本工夫-文獻與學術寫作 II Basic research skills - literature reviews and academic writing
13	調查法 Survey Method
14	實驗法 Experiment Method
15	質性研究 與 研究哲理 Qualitative Research & Researcg Science
16	期末考 Final Exam
17	期末報告 Report on Research Proposal
18	學期考試 Term Exam

教學策略 Teaching Strategies
✓ 課堂講授 Lecture ✓ 分組討論Group Discussion ② 参觀實習 Field Trip
其他Miscellaneous:
教學創新自評Teaching Self-Evaluation
創新教學(Innovative Teaching)
■ 関題導向學習(PBL) ■ ■ 開體合作學習(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 □ 產學合作 Industy-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(含出缺席) General Performance (Attendance Record)	20%	~	~						
期中考成績 Midterm Exam									
期末考成績 Final Exam	30%	~	~	~	~				
作業成績 Homework and/or Assignments	30%		~	✓	~			~	
其他 Miscellaneous (討論與加減分)	20%		~						

評量方式補充說明

Grading & Assessments Supplemental instructions

討論與出席15%、小考20%、期末作業(含考試)30%、作業30%、加減分5%。

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.)

上課用書: The Practice of Social Research社會科學研究方法(第十五版)By Earl Babbie 林秀雲 譯 雙葉 書廊

參考用書: Research Methodology: A step by step guide for beginners 研究方法: 步驟化學習指南 (第二版)by Kumar 潘中道、胡龍騰譯

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)

國際商管認證說明:學院使命、教育目標、學習指標

在AACSB國際商管認證的諸多環節中,學習成效確保(Assurance of Learning, AOL)可謂其重中之重的一部分。 AOL可概述為設計或檢討出一套有效的學習成效評價體系,透過全院師生的共同努力,試圖將學生的教育成效提升至 與學院的教育使命(Mission)和各學制與系所的教學目標(Learning Goals)和目的(Learning Objectives)一 致。其中,學院的教育使命與各學制與系所的教學目標和目的環環相扣、緊密連結,並以精心選出的種子課程評測同 學的學習成效是否達到所對應的目標與目的。

以下為國立東華大學之學院使命以及本課程所對應之學習目標與目的

AACSB information: College Mission, Learning Goals, and Learning Objectives

College Mission

The College of Management (COM) emphasizes internationalization, education, and localization, which shapes its mission to cultivate outstanding management and academic talents who are aware of the impact of globalization and ethical issues and can integrate a diversity of knowledge and possess the analytical decision-making and execution abilities to build a brighter future. Students can achieve the five learning goals derived from the school mission, including LG1-integration of a diversity of business and management knowledge, LG2-analytical decision-making ability, LG3- execution, LG4-global vision, and LG5-ethics.

This course covers essential topics of research methods in the field of Tourism, Recreation, Leisure Studies to help graduate students achieve LG2, which is measured by the LO 2.1 and LO 2.2, and LG5, which is measured by the LO 5.1 and LO 5.2

Learning Goal (LG2): Analytical decision-making ability

Learning Objectives (LOs): 2.1 Equipped with the ability of logical thinking; 2.2 Equipped with the ability to collect, analyze, and summarize data using information technology

Measurement: The evaluation of the learning effectiveness of the course includes two parts. The individual paper report (research proposal) and the term exam are mainly for LO 2.1, and the practices of the research skills are for LO 2.2.

The following rubrics will be used to evaluate the students by the individual paper report, term exams and the research skill exercises for the intended learning objectives of AOL.

LO 2.1-Equipped with the ability of logical thinking

Needs Improvement: Little evidence of cohesive thinking and ideas seem scrambled or disconnected Satisfactory: Ideas organized with some clarity for barely logical argument Exemplary: Ideas are well-organized to formulate a logical argument

LO 2.2-Equipped with the ability to collect, analyze, and summarize data using information technology

Needs Improvement: Exercise processing was not complete and presented

Satisfactory: Most exercise were well processed and presented

Exemplary: Correctly process exercise and present

Learning Goal (LG5): Ethics

Learning Objectives (LOs): 5.1 Understand professional ethics and be able to identify unethical behaviors; 5.2 Understand corporate social responsibility and sustainable development

Measurement: Part of individual paper report (research proposal) will be used to evaluate the learning effectiveness of the course includes LO 5.1, and LO 5.2.

The following rubrics will be used to evaluate the students by the individual paper report for the intended learning objectives of AOL.

LO 5.1 Understand professional ethics and be able to identify unethical behaviors

Needs Improvement: Fail to identify ethical dilemma faced in making managerial decisions and unethical business behaviors. Provide little discussion of viewpoints of the stakeholders. Satisfactory: Identifies ethical dilemma faced in making managerial decisions and unethical business behaviors. Addresses some viewpoints of the stakeholders.

Exemplary: Clearly identifies and discusses ethical dilemma faced in making managerial decisions and unethical business behaviors. Reflects various viewpoints of the stakeholders.

LO 5.2 Understand corporate social responsibility and sustainable development

Needs Improvement: Show little perception of the concepts of corporate social responsibility and sustainable development.

Satisfactory: Show perception of the concepts of corporate social responsibility and sustainable development and be able to interpret the related practices.

Exemplary: Show excellent perception of the concepts of corporate social responsibility and sustainable development and well interpret the related practices.