

國立東華大學
教學計劃表 Syllabus

課程名稱(中文) Course Name in Chinese	企業研究方法論			學年/學期 Academic Year/Semester	113/2
課程名稱(英文) Course Name in English	Seminar in Business Research Methodology				
科目代碼 Course Code	BM__D0090	系級 Department & Year	博士	開課單位 Course-Offering Department	企業管理學系
修別 Type	必修 Required	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					
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。					
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	具備企業管理相關理論與應用的知識Having knowledge of modern management theories and practices				●
B	具備邏輯推演、獨立思考與問題解決的能力Having capability of logical reasoning, independent thinking, and problem solving				●
C	具備學研產官重要議題與趨勢掌握的國際觀Having global perspective on key issues in academia, research, industry, and government				
D	具備專業與產業的倫理洞察力與堅持Having insights and persistence of professional and industry ethics				
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	其他
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									