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# ② 國玄東華大學

# 教學計劃表 Syllabus

學年/學期

課程名稱(中文)

	名稱(平文 <i>)</i> me in Chinese	國際企業研究方	ester	113/2					
	S稱(英文) ne in English Seminar on International Business Research Methods								
	目代碼 se Code	IBM0050	系級 Department 碩士 & Year	開課單位 Course-Offering Department	國際	<a>全企業學系</a>			
	修別 Type	必修 Required							
	授課教師 Instructor /夏締青								
	先修課程 Prerequisite								
		課	程描述 Course Descri	ption					
modeling, a	and other (inter understanding	national) busi	nts with theories and ness research methods. e analysis and the abi	Students are expect	ted to gai	in a			
		課	程目標 Course Objec	tives					
This course is designed to provide students with theories and application of psychometrics, causal modeling, and other (international) business research methods.									
	Corre Cours ar	課程目標與系專業能 力相關性 Correlation between Course Objectives and Dept.'s Education Objectives							
	際企業管理之進階的 its will have adva		of international busines	s.		•			
具備多 B Studen and cr		•							
具備領導、溝通協調與團隊合作之能力。 C Students will be able to demonstrate effective leadership, communication, coordination and teamwork skills.						0			
D Studen global	global and cultural diversity issues.								
具備跨國企業進階經營管理之能力。  E Students will be able to demonstrate the advanced managerial skills for international business.						•			
培養進階資訊科技運用之能力。  F Students will be able to demonstrate proficiency in use of advanced information technology.									
培養國際企業倫理之素養。 G Students will be able to identify and understand the importance of ethical decision making for international business.									
圖示說明Illustration :● 高度相關 Highly correlated ○中度相關 Moderately correlated									
		授課進	度表 Teaching Schedu	le & Content					
週次Week 內容 Subject/Topics					備	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	Field Trip				
✓ 其他Mis	scellaneous: <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	基習(SBL)				
翻轉教	室 Flipped Classroom					
社會責任(	Social Responsibility)					
在地實	踐Community Practice	on				
跨域合作(	Transdisciplinary Projects)					
✓ 跨界教	學Transdisciplinary Teaching     跨院系教學Inter-collegiate Teaching	Ş				
□ 業師合授 Courses Co-taught with Industry Practitioners						
其它 othe	r:					

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(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