



## 教學計劃表 Syllabus

|                                    |                      |                             |                                 |                                    |           |  |  |  |
|------------------------------------|----------------------|-----------------------------|---------------------------------|------------------------------------|-----------|--|--|--|
| 課程名稱(中文)<br>Course Name in Chinese | 研究方法                 |                             | 學年/學期<br>Academic Year/Semester |                                    | 114/2     |  |  |  |
| 課程名稱(英文)<br>Course Name in English | Research Methodology |                             |                                 |                                    |           |  |  |  |
| 科目代碼<br>Course Code                | TRL50500             | 系級<br>Department & Year     | 碩士                              | 開課單位<br>Course-Offering Department | 觀光暨休閒遊憩學系 |  |  |  |
| 修別<br>Type                         | 必修 Required          | 學分數/時間<br>Credit(s)/Hour(s) | 3.0/3.0                         |                                    |           |  |  |  |
| 授課教師<br>Instructor                 | /吳宗瓊                 |                             |                                 |                                    |           |  |  |  |
| 先修課程<br>Prerequisite               |                      |                             |                                 |                                    |           |  |  |  |

## 課程描述 Course Description

\* 傳達學術研究的基礎理則、啟發研究探索的興趣、培養學術研究的基礎概念與能力

\* 以Step by Step的方式帶領學生，瞭解社會科學研究論文的撰寫

## 課程目標 Course Objectives

在使修習者瞭解學術研究的精神、意義、哲學、過程、方法與方式，尤其注重在培養發掘問題、探索根源、邏輯思考、及方法應用的能力。本課程透過嚴謹的設計，涵蓋主要觀光、休閒與遊憩學術專題的多元研究取徑，期使修習接受到多方的觀點與擴大學習的空間

| 系專業能力<br>Basic Learning Outcomes |                                                                                                                                             | 課程目標與系專業能力相關性<br>Correlation between Course Objectives and Dept.'s Education Objectives |
|----------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|
| A                                | 具備觀光、休閒、遊憩之理論的進階知識To Have advanced knowledge on tourism、recreation and leisure.                                                             | ●                                                                                       |
| 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.             | ○                                                                                       |
| 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. | ○                                                                                       |
| 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.                                                 | ●                                                                                       |
| F                                | 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.                 |                                                                                         |
| G                                | 熟悉「關懷社群健康」之經營與規劃的觀光休憩知識To Develop "Caring for the Community Health" 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.           |                                                                                         |

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

## 授課進度表 Teaching Schedule &amp; Content

| 週次 Week | 內容 Subject/Topics           | 備註 Remarks |
|---------|-----------------------------|------------|
| 1       | 課程介紹<br>Course introduction |            |

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

## 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:

## 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<br>Items                                            | 配分比例<br>Percentage | 多元評量方式 Assessments |          |          |          |          |          |          |
|----------------------------------------------------------|--------------------|--------------------|----------|----------|----------|----------|----------|----------|
|                                                          |                    | 測驗<br>會考           | 實作<br>觀察 | 口頭<br>發表 | 專題<br>研究 | 創作<br>展演 | 卷宗<br>評量 | 證照<br>檢定 |
| 平時成績(含出缺席)<br>General Performance<br>(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<br>Assignments                      | 30%                |                    | ✓        | ✓        | ✓        |          |          | ✓        |
| 其他 Miscellaneous<br>(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 L0 2.1 and L0 2.2., and LG5, which is measured by the L0 5.1 and L0 5.2

Learning Goal (LG2): Analytical decision-making ability

Learning Objectives (L0s): 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 L0 2.1, and the practices of the research skills are for L0 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.

L0 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

L0 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 (L0s): 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 L0 5.1, and L0 5.2.

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

L0 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.

L0 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.