



## 教學計劃表 Syllabus

|                                    |  |                             |         |                                    |        |  |  |  |
|------------------------------------|--|-----------------------------|---------|------------------------------------|--------|--|--|--|
| 課程名稱(中文)<br>Course Name in Chinese | 國際企業研究方法   |                             |         | 學年/學期<br>Academic Year/Semester    | 114/2  |  |  |  |
| 課程名稱(英文)<br>Course Name in English | Seminar on International Business Research Methods |                             |         |                                    |        |  |  |  |
| 科目代碼<br>Course Code                | IB_M0050   | 系級<br>Department & Year     | 碩士      | 開課單位<br>Course-Offering Department | 國際企業學系 |  |  |  |
| 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                 | /夏締青   |                             |         |                                    |        |  |  |  |
| 先修課程<br>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

This course is designed to provide students with theories and application of psychometrics, causal modeling, and other (international) business research methods.

| 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                                | 具備國際企業管理之進階知識。<br>Students will have advanced knowledge of international business.   | ●   |
| B                                | 具備多元邏輯思考、問題分析與解決之能力。<br>Students will be able to identify, analyze and solve business problems using logical and critical thinking.          | ●   |
| C                                | 具備領導、溝通協調與團隊合作之能力。<br>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。<br>Students will be able to communicate in foreign languages and have an awareness on global and cultural diversity issues. | ○   |
| E                                | 具備跨國企業進階經營管理之能力。<br>Students will be able to demonstrate the advanced managerial skills for international business.                          | ●   |
| F                                | 培養進階資訊科技運用之能力。<br>Students will be able to demonstrate proficiency in use of advanced information technology.                                | ●   |
| G                                | 培養國際企業倫理之素養。<br>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 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 (I)   |  |
| 7  | Multivariate analysis (II)  |  |
| 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 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                                       | 20%                |                    |          |          |          |          |          |          |
| 期末考成績 Final Exam   | 30%                |                    |          |          |          |          |          |          |
| 作業成績 Homework and/or<br>Assignments                      | 30%                |                    |          |          |          |          |          |          |
| 其他 Miscellaneous<br>(_____)                              |                    |                    |          |          |          |          |          |          |

### 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