

[重新查詢](#)[友善列印](#)**0981學期 課程基本資料**

系所 / 年級	經管系博士班 1年級	課號 / 班別	98D00002 / A
學分數	3學分	選 / 必修	必修
科目中文名稱	企業研究方法	科目英文名稱	Business Research Methods
主要授課老師	吳天方	開課期間	一學年之上學期
人數上限	20 人	已選人數	5人

起始週 / 結束週 / 上課地點 / 上課時間

第1週 / 第18週 / M519 / 星期4第02節
第1週 / 第18週 / M519 / 星期4第03節
第1週 / 第18週 / M519 / 星期4第04節

請各位同學遵守智慧財產權觀念；請勿非法影印。

教學綱要

一、教學目標(Objective)	<p>This course is designed to introduce you to issues in research design and philosophy of science. The primary emphasis will be on conceptualization of the research process, understanding empirical research designs and strategies, and understanding the practical implications of scientific research. By the end of the course, you should be able to:</p> <ul style="list-style-type: none">□ plan a program of research including:• framing the research question• motivating the research• integrating past literature and developing hypotheses• designing a study to test the hypotheses• designing data collection instruments and measures• implementing the study• analyzing the data• writing up the results
二、先修科目(Pre Course)	<p>Little or no background in scientific training is assumed. Familiarity with elementary statistical concepts (e.g., mean, variance, and correlation) will prove useful.</p>
三、教材內容(Outline)	<p>Cooper D.R. & Schindler, P.S. (2008). Business Research Methods (8th ed.). N.Y.: McGraw-Hill. Becker, H. S. (1998). Tricks of the Trade: How to Think about Your Research while You're Doing It. Chicago and London: The University of Chicago Press.</p>
四、教學方式(Teaching Method)	<p>lecture, discussion, paper review, writing.</p>
五、參考書目(Reference)	<p>American Psychological Association (2009). Publication Manual of the American Psychological Association (6th ed.). Washington, DC: Author. Strauss, A., Corbin, J. (1990). Basics of Qualitative Research: Grounded Theory – Procedures and Techniques, London: Sage. Miles, M. B., Huberman, A. M. (1994). Qualitative Data Analysis. (2nd ed.), Thousand Oaks: Sage. Flick, U. (2006). An Introduction to Qualitative Research, (3rd ed). London: Sage. Saunders, M., Lewis, P., Thornhill, A. (2007). Research Methods for Business Students. (4th ed.). NY: Prentice Hall/Pearson Education Teddlie, C., Tashakkori, A. (2009). Foundations of Mixed Methods Research: Integrating Quantitative and Qualitative Approaches in the Social and Behavioral Sciences. Los Angeles: Sage. Research Methods Academy of Management Journal.</p>

Any other related articles, books and dissertations.
Report available from Database or Internet.

六、教學進度(Syllabi)

七、評量方式(Evaluation) participation, assignment, research project.

八、講義位址(http://)

九、教育目標

重新查詢

課程查系統 Viewable With Any Browser & 1024 x 768 Resolution

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