## 0962學期 課程基本資料

### 系所 / 年級  
經管系碩士班 1年級

### 課號 / 班別  
83M00009 / A

### 學分數  
3學分

### 選 / 必修  
必修

### 科目中文名稱  
研究方法

### 科目英文名稱  
Research methods

### 主要授課老師  
李培齊

### 開課期間  
一學期

### 人數上限  
9人

### 已選人數  
9人

### 起始週 / 結束週 / 上課地點 / 上課時間

- 第1週 / 第18週 / I221 / 星期二第02節
- 第1週 / 第18週 / I221 / 星期二第04節
- 第1週 / 第18週 / I221 / 星期二第03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)
Research is a "hands-on" activity. Much can (and will) be learned from the required text and case analysis over the course of this term. Often times, however, the business research art is gained from the actual experience of doing it. To this end, the course will involve a series of "mini-research" projects or the actual execution of certain steps in that process. Participants will be expected to "engage" in research over the course of this term, and to learn from their own and others' successes, failures, and experiences. Class attendance is, thus, essential. In many respects, this will be a theoretically or philosophically-grounded "nuts and bolts" course in which you will learn by doing and by watching others do.

### 二、先修科目 (Pre Course)
The purpose of this course is to familiarize participants with the principles and techniques underlying business research in organizations. To that end, this class will cover issues of basic philosophy of science, and the notion of how research methods are developed and converted into executable research projects. The latter would include theory building, hypothesis construction, hypothesis testing, research design (which includes experimental, quasi-experimental, and correlational designs), measurement development, sampling, and the analysis and interpretation of results. Research is a "hands-on" activity. Much can (and will) be learned from the required text and case analysis over the course of this term. Often times, however, the business research art is gained from the actual experience of doing it. To this end, the course will involve a series of "mini-research" projects or the actual execution of certain steps in that process. Participants will be expected to "engage" in research over the course of this term, and to learn from their own and others' successes, failures, and experiences. Class attendance is, thus, essential. In many respects, this will be a theoretically or philosophically-grounded "nuts and bolts" course in which you will learn by doing and by watching others do.

### 三、教材內容 (Outline)

### 四、教學方式 (Teaching Method)

### 五、參考書目 (Reference)

2008/2/26  The nature of business and management research  李培齊
六、教學進度 (Syllabi)

2008/3/4  Formulating and clarifying the research topic  李培齊
2008/3/11  Critically reviewing the literature  李培齊
2008/3/18  Understanding research philosophies and approaches  李培齊
2008/3/25  Formulating the research design  李培齊
2008/4/1  Negotiating access and research ethics  李培齊
2008/4/8  Selecting samples  李培齊
2008/4/15  Using secondary data  李培齊
2008/4/22  Collecting primary data through observation  李培齊
2008/4/29  Collecting primary data using semi-structured, in-depth and group interviews  李培齊
2008/5/6  Collecting primary data using questionnaires  李培齊
2008/5/13  Analysing quantitative data  李培齊
2008/5/20  Analysing qualitative data  李培齊
2008/5/27  Writing and presenting your project report  李培齊
2008/6/3  Projects presentation  李培齊
2008/6/10  Projects presentation  李培齊
2008/6/17  Projects presentation  李培齊
2008/6/24  Final exam  李培齊

七、評量方式 (Evaluation)

八、講義位置 (http://)

九、教育目標