

朝陽科技大學 091學年度第2學期教學大綱  
Research Methods 研究方法

當期課號	7176	Course Number	7176
授課教師	顏吉利	Instructor	YEN,GI LI
中文課名	研究方法	Course Name	Research Methods
開課單位	企業管理系碩士班一A	Department	
修習別	必修	Required/Elective	Required
學分數	3	Credits	3
課程目標	本課程旨在引導學生了解社會科學實證研究之本質及方法，及其研究上之應用，以培養學生之基本研究能力，期能如期完成乙篇具水準之碩士論文。	Objectives	The objective of this one-semester mandatory course is to equip the students with an understanding of the nature, and steps involved in conducting an empirical research in social sciences as well as the skills of preparing a research proposal and the presentation of research results. Through rigorous training with respect to the abovementioned topics, the students should be able to write quality thesis.
教材		Teaching Materials	
成績評量方式		Grading	
教師網頁	-		
教學內容	本課程旨在介紹實證研究方法的重要概念及主要技巧，包括實證研究本質、實證研究步驟、研究問題選擇、研究提綱撰擬及研究成果呈現等主題。希冀經由針對上述課題之講授與討論，培養修習同學從事研究之基本能力進而如期完成乙篇具水準之碩士論文。	Syllabus	<p>教學大綱</p> <p>週次 課程內容</p> <p>1至2 I.研究方法導論`Cooper and Schindler (1998), ch.1. (2/22)II.實證研究步驟`Cooper and Schindler (1998), ch.3. (3/1)</p> <p>3至6 III.研究主題選擇`Yen(1999),“Some Further Thoughts on MBA Education in Taiwan: How to Choose a Thesis Topic,” Review of Pacific Basin Financial Markets and Policies, Vol.2, No.4,pp.521-525.(3/8)`Yen and Benham(1986), “The Best of All Monopoly Profits is a Quiet Life,” Journal of Health Economics,pp.347-353. (3/15)`Yen(1987), “Merger Proposal, Managerial Discretion and Magnitude of Shareholders' Wealth Gains,” Journal of Economic and Business,pp.251-266. (3/15，繳交第一次家庭作業第一部份)</p> <p>Doyle(Oct,1891), “The Boscombe Valley Mystery,” in The Adventures of Sherlock Holmes,pp.78-106, Class Discussion (a). (3/22，繳交第一次家庭作業第二部份)`Doyle(Jan,1904), “The Adventure of the Priory School,” in The Illustrated Sherlock Holmes Treasury,pp.398-415. (3/29，Class Discussion (b))</p> <p>7至8 IV.研究提綱撰擬`Yen(2000), “Some Further Thoughts on Post-Graduate Business Education in Taiwan – How to Prepare a Research Proposal,” forthcoming in Advances in Financial Planning and Forecasting. (4/12)`研究提綱初擬 A Preliminary Research Proposal of a Merger-Related Study. (4/19，上課時繳交並於課堂上討論)</p>

		<p>9 至12 V.研究設計`Cooper &amp; Schindler (1998), ch.7、9. (4/26)VI.資料蒐集及分析`Julian Simon(1969),Bsaic Research Methods in Social Science, prologue. (5/3)`Cooper &amp; Schindler(1998),ch.15-18.(5/3,5/10，繳交第二次家庭作業。)</p> <p>13至14 VII.研究成果呈現(顏吉利老師)`Cooper &amp; Schindler,ch.19. (5/17)`顏吉利(民國八十一年)，產業經濟研究手冊。(5/24)`研究提綱，打字稿十頁左右，5/28前繳交。</p> <p>15至16 VIII.同學習作研究提綱之課堂上報告與討論。(5/31,6/7) IX.期末總檢討。(6/14)</p>
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