

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	7670	Course Number	7670
授課教師	陳益壯	Instructor	CHEN,YIH CHAUNG
中文課名	研究方法	Course Name	Research Methods
開課單位	企業管理系碩士在職專班一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	期中考40%,課堂研討20%，期末報告40%	Grading	
教師網頁	-		
教學內容	針對特定企業問題，以系統化之客觀程序，蒐集紀錄與分析，輔以特定之研究模式，幫助決策者制訂企業決策，強化其決策品質。	Syllabus	The course focused specially on the theoretical principles on which scientific research was based. Seeing how those principles were reflected in the established techniques for doing research and making decisions.

尊重智慧財產權，請勿非法影印。