

朝陽科技大學 093學年度第2學期教學大綱
Research Methods 研究方法

當期課號	7135	Course Number	7135
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	將於第一次上課時，提供要求學生研讀之書單。	Teaching Materials	
成績評量方式	堂上報告30%; 撰提研究題綱50%; 課堂上之參與程度(含出席情形)20%	Grading	class presentation 30%; preparing a research proposal 50%; class participation 20%
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。`Yen and Benham(1986), "The Best of All Monopoly Profits is a Quiet Life," Journal of Health Economics,pp.347-353. (3/15)	Syllabus	教學大綱 週次課程內容 1至2 I.研究方法導論`Cooper and Schindler (1998), ch.1. II.實證研究步驟`Cooper and Schindler (1998), ch.3. 3 III.研究主題選擇與研究提綱導論`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. "Some Further Thoughts on Post-Graduate Business Education in Taiwan – How to Prepare a Research Proposal," Advances in Quantitative Analysis of Finance and Accounting, vol. 9, pp. 281-301. pp.282-284 only.) . 4 `Doyle(Jan,1904), "The Adventure of the Priory School," in The Illustrated Sherlock Holmes Treasury,pp.398-415. (class discussion (1)) 5 `Doyle(Oct,1891), "The Boscombe Valley Mystery," in The Adventures of Sherlock Holmes,pp.78-106. (class discussion (2)) 6至7 IV. 研究提綱撰擬實例 Yen(2000), "Some Further Thoughts on Post-Graduate Business Education in Taiwan – How to Prepare a Research Proposal," Advances in Quantitative Analysis of Finance and Accounting, vol. 9, pp. 281-301 (The Section of An Illustrative Example for Confirmational Studies only, pp.284-291) . Yen, Yen and Liu(1989), "Cultural and Family Effects on Fertility Decisions in

		<p>Taiwan, R.O.C.," American Journal of Economics and Sociology, vol. 48, no. 4.,pp. 415-426. (class discussions (3)~(4))</p> <p>8至9 "Some Further Thoughts on Post-Graduate Business Education in Taiwan – How to Prepare a Research Proposal," Advances in Quantitative Analysis of Finance and Accounting, vol. 9, pp. 281-301. (The Section of An Illustrative Example for Refutational Studies only, pp.282-284.)</p> <p>Yen(1987), "Merger Proposal, Managerial Discretion and Magnitude of Shareholders' Wealth Gains," Journal of Economic and Business,pp.251-266. (class discussions (5)~(6))</p> <p>10至11 V.研究設計`Cooper & Schindler (1998), ch.7、9. VI.資料蒐集及分析`Simon(1969),Bsaic Research Methods in Social Science, prologue. `Cooper & Schindler(1998),chs.15-18. (class discussions (7)~(8))</p> <p>12 VII.研究成果呈現(顏吉利老師)`Cooper & Schindler,ch.19. `顏吉利(民國八十一年), 產業經濟研究手冊。</p> <p>研究提綱, 於開學後約一個月提交題目, 於學期結束前五週提交十頁左右之打字稿。</p> <p>13至16 VIII.同學習作研究提綱之課堂上報告與討論。</p> <p>17 IX.期末總檢討。</p>
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