

朝陽科技大學 094學年度第2學期教學大綱
Research Methods 研究方法

當期課號	7037	Course Number	7037
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	Cooper, D. R., and Schindler (2001), Business Research Methods (7th edition), McGraw-Hill. (華泰書局代理)	Teaching Materials	
成績評量方式	家庭作業：40% 期中報告：20% 期末報告：40%	Grading	Homeworks:40% Midterm Report:20% Final Report:40%
教師網頁	-		
教學內容	本課程之主要內容包含資料的來源與蒐集，資料的分析與呈現；透過以上兩大主題的介紹，期盼協助學生瞭解如何作實證分析，論文期刊寫作格式等，以完成一份質量俱佳的碩士論文。	Syllabus	The topic includes the sources and collection of data, analysis and presentation of data. This will help the student to understand how to do statistical analysis. We hope that every student can produce an excellent master thesis.

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