朝陽科技大學 095學年度第2學期教學大綱
Research Methods 研究方法

當期課號	7069	Course Number	7069
授課教師	陳建勝	Instructor	CHEN,JIAN SHEN
中文課名	研究方法	Course Name	Research Methods
開課單位	保險金融管理系碩士班一A	Department	
修習別	必修	Required/Elective	Required
學分數	3	Credits	3
課程目標	本課程主要係介紹社會科學研究的基本概念、研究方法、研究設計、資料收集、分析處理及研究報告的呈現等，期盼協助學生瞭解如何運用統計分析，以完成一份質量俱佳的碩士論文。 1.使學生瞭解研究方法的相關知識 2.使學生熟悉研究方法的步驟 3.使學生明瞭初階統計方法與SPSS統計軟體的操作 4.使學生具備撰寫研究報告的能力	Objectives	The course introduces basic concept, research methods, resonance design, data collection, analysis treatment and presentation of research reports of research of social science in the hope to help students to understand how to use statistics analysis to complete a good master thesis paper in quality and quantity. 1.Enabling students to understand knowledge on research methods. 2.Enabling students to be familiar with steps of research methods. 3.Enabling students to understand initial statistics methods and SPSS software operation. 4.Enabling students to be able to write research reports.
教材	Cooper, D. R., and Schindler (2001), Business Research Methods (7th edition), McGraw-Hill. (華泰書局代理)	Teaching Materials	Cooper, D. R., and Schindler (2001), Business Research Methods (7th edition), McGraw-Hill.
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統計分析，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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