朝陽科技大學 096學年度第1學期教學大綱
Research Method for Management 企管研究專題

當期課號	7610	Course Number	7610
授課教師	嚴國慶	Instructor	YAN,KUO QIN
中文課名	企管研究專題	Course Name	Research Method for Management
開課單位	企業管理系碩士班一B	Department	
修習別	必修	Required/Elective	Required
學分數	3	Credits	3
課程目標	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。	Objectives	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.
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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