# 朝陽科技大學 096學年度第1學期教學大綱
# Research Methodology 研究方法論

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| 當期課號 | 7803 | Course Number | 7803 |
| 授課教師 | 陳怜秀 | Instructor | CHEN,LING HSIU |
| 中文課名 | 研究方法論 | Course Name | Research Methodology |
| 開課單位 | 資訊管理系碩士在職專班一A | Department | |
| 修習別 | 必修 | Required/Elective | Required |
| 學分數 | 1 | Credits | 1 |
| 課程目標 | 本課程的目的是讓學生瞭解如何以系統化的科學方法來進行研究，以產出具有品質的研究成果。課程內容包括了研究的規劃與設計、研究計畫書的撰寫與評估、研究設計的方法、資料蒐集的方式、資料分析、以及研究成果的呈現。除了研究方法理論的介紹，並從資管相關學術期刊中選取數篇學術論文，探討如何適當地運用研究方法來進行資管相關研究。 | Objectives | The purpose of this course is to teach the students how to conduct research with systematic and scientific methods in order to achieve high quality research performance. The contents of the course include planning and design of the research, writing and evaluation of proposals, design of research methods, data gathering and analysis, and presentation of the research results. Besides the introduction to research methodology, papers related to information management will be selected as reading materials. Discussions will also be conducted aiming at using appropriate research methods for information management related research. |
| 教材 | Research Methods for Business-a skill building approach<br>Author: Uma Sekaran | Teaching Materials | Research Methods for Business-a skill building approach<br>Author: Uma Sekaran |
| 成績評量方式 | Mid-term exam. 25%<br>Homework: 25%<br>Presentation 25%<br>Final report: 25% | Grading | Mid-term exam. 25%<br>Homework: 25%<br>Presentation 25%<br>Final report: 25% |
| 教師網頁 | http://www.cyut.edu.tw/~lschen | | |
| 教學內容 | 1.Introduction to research and scientific investigation<br>2.The research process: the broad problem area, preliminary data gathering, problem definition<br>3. The research process: theoretical framework hypothesis development<br>4.The research process:elements of research design<br>5.The research process:experimental designs<br>6.Measurement of variables: operational definition and scales<br>7.Measurement: scaling, reliability, validity<br>8.Data collection methods and sampling<br>9.Data analysis and intrpretation<br>10.The research report | Syllabus | 1.Introduction to research and scientific investigation<br>2.The research process: the broad problem area, preliminary data gathering, problem definition<br>3. The research process: theoretical framework hypothesis development<br>4.The research process:elements of research design<br>5.The research process:experimental designs<br>6.Measurement of variables: operational definition and scales<br>7.Measurement: scaling, reliability, validity<br>8.Data collection methods and sampling<br>9.Data analysis and intrpretation<br>10.The research report |

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