朝陽科技大學 096學年度第2學期教學大綱
Research Methods 研究方法

當期課號	7041	Course Number	7041
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	1. D.R. Cooper and P.S. Schindler (2003), Business ResearchMethods, 9th ed., McGraw-Hill. 2. 顏吉利(2006)，社會科學實證方法—附經濟學說明實例，華泰文化事業公司總經銷。	Teaching Materials	1. D.R. Cooper and P.S. Schindler (2003), Business Research Methods,9th ed., McGraw-Hill. 2. G. Yen(2007), Research Methodology in Social Sciences, 1st edition. (in Chinese)
成績評量方式	家庭作業／堂上報告 (40%) ； 研究提綱(含課堂上報告) (40%) ； 課堂參與(含課堂上討論)(20%)	Grading	homework/class presentation 40%; preparing a research proposal 40%; class participation 20%
教師網頁			
教學內容	1.研究方法總論 2.研究主題選擇 3.證實性研究VS.區辨性研究 4.研究題綱撰擬與評量 5.研究設計 6.實證資料分析 7.研究成果呈現 8.研究提綱堂上報告	Syllabus	1.Research Methodology: An Overview 2.A Selection of Research topics 3.Confirmation vs. Refutation 4.A Research Proposal: Preparation and Evaluation 5.Research Design 6.Empirical Data Analysis 7.Presenting Research Results 8.A Research Proposal: A Class Presentation

尊重智慧財產權，請勿非法影印。