

課程資訊 (Course Information)				
科號 Course Number	10830MBA 552200	學分 Credit	2	人數限制 Class Size
中文名稱 Course Title	研究方法			
英文名稱 Course English Title	Research Methods			
任課教師 Instructor	李傳楷(LEE, CHUAN-KAI) more information			
上課時間 Time	S1S2S3S4	上課教室 Room	Kinmen金門高中	
提醒您：請遵守智慧財產權，勿使用非法影印教科書 Please respect the intellectual property rights, do not use illegal copies of textbooks.				
此科目對應之系 所課程規畫所欲 培養之核心能力 Core capability to be cultivated by this course				
課程簡述 (Brief course description)				
The goal of research methods is to teach you to understand and to confidently apply qualitative and quantitative methods and research designs that are essential for business and management research.				
課程大綱 (Syllabus)				
Course keywords: 研究方法, research methods, MBA論文, MBA thesis, 質化研究, qualitative research, 量化研究, quantitative research, 個案研究, case study				
Course Description: The goal of research methods is to teach you to understand and to confidently apply qualitative and quantitative methods and research designs that are essential for business and management research.				
Course objectives: 1. Learn the critical skills to evaluate others’ qualitative and quantitative research and conduct your own qualitative research 2. Learn how to analyze content, extract themes, identify causal relationships, and critically read an article which presents a research, or think about the relationship between theory and the real world. 3. Become a wise consumer of information from multiple sources such as individuals, the government, and corporations. 4. Become a wise producer of business and management research.				
Readings: 1. Donald R. Cooper, Pamela S. Schindler (2014). Business Research Methods. McGraw-Hill. 2. Daniel Kahneman (2011). Thinking, Fast and Slow. UK: Penguin Group. (康納曼·快思慢想·天下文化出版) 3. Harvard Business School cases.				
Class Structure: Class sessions may include lectures, discussion groups and invited speeches. We will strive to clarify, supplement, and analyze reading materials. You are responsible for all assigned readings and all materials presented in class. You are also responsible for all information disseminated in class and all course requirements, including deadlines.				
Course Evaluation: 1. Group discussion & presentation: 70% of final grade 2. Classroom participation: 30% of final grade				

