

國立中山大學 110學年度第1學期 課程教學大綱

National Sun Yat-sen University 110Academic year1st Semester Course syllabus

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|------------------------------|---------------------------|--------------------------|-------------------|---------------------|
| 中文名稱 Course name(Chinese) | 企業研究方法 | | 課號 Course Code | EMBA920 |
| 英文名稱 Course name(English) | BUSINESS RESEARCH METHODS | | | |
| 課程類別 Type of the course | 講授類 | 必選修 Required/Selected | 必修 | 系所 Dept./faculty |
| 授課教師 Instructor | 葉淑娟王致遠陳世哲 | | 學分 Credit | 2 |

因應嚴重特殊傳染性肺炎(武漢肺炎)，倘若後續需實施遠距授課，授課方式調整如下：Since COVID-19, if distance learning is necessary, the teaching methods would adjust as follows:

- 同步遠距【透過網路直播技術，同時進行線上教學，得採Microsoft Teams、Adobe connect等軟體進行】
- 同步遠距含錄影【透過網路直播技術，同時進行線上教學並同時錄影，課程內容可擇日再重播，得採Microsoft Teams、Adobe connect等軟體進行】
- 非同步遠距【課堂錄影或錄製數位教材放置網路供學生可非同時進行線上學習，得採EverCam、PPT簡報錄影、錄音方式進行】
- 實作類課程，經評估無法採遠距課程教學，後續復課後密集補課

★遠距教學軟體操作說明連結

因應嚴重特殊傳染性肺炎(武漢肺炎)，倘若後續需實施遠距授課，評分方式調整如下：Since COVID-19, if distance learning is necessary, the evaluation would adjust as follows:

尚未建立傳染性肺炎(武漢肺炎)課程評分方式〔評分標準及比例〕

課程大綱 Course syllabus

本課程教學大綱已提供完整英文資訊（本選項僅供統計使用，未提供完整英文資訊者，得免勾記）【Provide information of course syllabus in English.(This is for statistical use only. For those who do not provide information of course syllabus in English, do not check this field.)】

本課程主要引導學生能發展出符合研究倫理的管理相關議題之論文。內容涵蓋主題的構思與發展，理論或模式架構、研究設計、資料蒐集及研究分析方法。範疇涵蓋橫斷式研究、縱貫研究法，量化及質化研究、個案研究等。本課程亦將討論學術倫理的案例始末與影響，並提出避免違反學術倫理的因應對策。

The objective of this course is to develop an ethical and sound thesis. The course will include research topics, theoretical or conceptual frameworks, research designs, data collection, and analytical strategies. These include cross-sectional and longitudinal studies, quantitative and qualitative research, case studies, and etc. This course will also discuss academic ethics and cases that against academic ethics. Guidelines on plagiarism, honesty, ownership of intellectual property, and scholastically appropriate behavior established by the academic community are also discussed.

課程目標 Objectives

- 1) Explore the methodological issues in managerial research
- 2) Understand concepts of thesis writing
- 3) Define research topics and research problems
- 4) Design quantitative or qualitative research
- 5) Design your own research using case study
- 6) Understand academic ethics
- 7) Able to write a thesis

授課方式 Teaching methods

lectures, group discussion, case studies

評分方式〔評分標準及比例〕 Evaluation (Criteria and ratio) 等第制單科成績對照表 letter grading reference

- 1.Participation : 25%
- 2.Group discussion : 40%
- 3.Final report : 35%

參考書/教科書/閱讀文獻 Reference book/ textbook/ documents

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 No copies for intellectual property rights. Textbooks provided by the instructor used only for self-study, can not broadcast or commercial use

| 序號 | 作者 | 書名 | 出版社 | 出版年 | 出版地 | ISBN# |
|-----|--------|--------------|--------------|-----------------|-----------------|---------------|
| No. | Author | Title | Publisher | Year of publish | Publisher place | ISBN# |
| 1 | 吳萬益著 | 企業研究方法 (第3版) | 華泰文化事業股份有限公司 | 2008 | 台北 | 9574151400 |
| 2 | 李美華等譯 | 社會科學研究方法上及下冊 | 時英出版社 | 2004 | 台北 | 9867497065 |
| 3 | 楊雪蘭譯 | 企業研究方法 | 華泰文化事業股份有限公司 | 2018 | 台北 | 9781260091861 |

每週課程內容及預計進度 Weekly scheduled progress

| 週次 | 日期 | 授課內容及主題 |
|------|-----------------------|---|
| Week | Date | Content and topic |
| 1 | 2021/09/19~2021/09/25 | Introduction |
| 2 | 2021/09/26~2021/10/02 | Research Topics |
| 3 | 2021/10/03~2021/10/09 | Research Questions |
| 4 | 2021/10/10~2021/10/16 | Quantitative Research |
| 5 | 2021/10/17~2021/10/23 | Theoretical and Conceptual Frameworks |
| 6 | 2021/10/24~2021/10/30 | Hypotheses |
| 7 | 2021/10/31~2021/11/06 | Research Design |
| 8 | 2021/11/07~2021/11/13 | Survey Research |
| 9 | 2021/11/14~2021/11/20 | Experimental and Quasi-Experimental Designs |
| 10 | 2021/11/21~2021/11/27 | Secondary data analysis |
| 11 | 2021/11/28~2021/12/04 | Interview |
| 12 | 2021/12/05~2021/12/11 | Qualitative Research |
| 13 | 2021/12/12~2021/12/18 | Qualitative Research |
| 14 | 2021/12/19~2021/12/25 | Case Studies |
| 15 | 2021/12/26~2022/01/01 | Case Studies |
| 16 | 2022/01/02~2022/01/08 | Academic Ethics |
| 17 | 2022/01/09~2022/01/15 | Academic Ethics |
| 18 | 2022/01/16~2022/01/22 | Final |

課業討論時間 Office hours

時段1 Time period 1:
 時間 Time : 星期一12:00-14:00
 地點 Office/Laboratory : 管4097
 時段2 Time period 2 :
 時間 Time : 星期二12:00-14:00
 地點 Office/Laboratory : 管4097

系所學生專業能力/全校學生基本素養與核心能力 basic disciplines and core capabilities of the department and the university

| 系所學生專業能力/全校學生基本素養與核心能力 basic disciplines and core capabilities of the department and the university | 課堂活動與評量方式 Class activities and evaluation | | | | | | | | | | |
|--|--|------------------|--|---|--|---|---------------------------------|---|-------------------|---|--------------------------|
| | 本課程欲培養之能力與素養 This course enables students to achieve. | 紙筆考試或測驗 Test. | 課堂討論(含個案討論) Group discussion (case analysis). | 個人書面報告、作業、作品、實驗 Individual paper report/ assignment/ work or experiment. | 群組書面報告、作業、作品、實驗 Group paper report/ assignment/ work or experiment. | 個人口頭報告 Individual oral presentation. | 群組口頭報告 Group oral presentation. | 課程規劃之校外參訪及實習 Off-campus visit and intership. | 證照/檢定 License. | 參與課程規劃之校內外活動及競賽 Participate in off-campus/on-campus activities and competitions. | 課外閱讀 Outside reading. |
| ※系所學生專業能力 Basic disciplines and core capabilities of the department | | | | | | | | | | | |
| 1.瞭解國際管理新知 1. Exploring updated knowledge of International Business. | | | | | | | | | | | |
| 2.高階經營人才的再培育 2. | | | | | | | | | | | |

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|---|---|--|---|--|--|---|--|--|--|---|--|--|--|
| Re-educating senior working professionals. | | | | | | | | | | | | | |
| 3.新觀念的刺激與新思維的訓練 3. Training the professionals for new ideas. | V | | V | | | V | | | | V | | | |
| 4.跨行業交流互動與團隊友誼之建立 4. Creating a network for crossover cooperation and friendship. | | | | | | | | | | | | | |
| 5.全球化的訓練與視野 5. Developing the global mindset of each professional. | | | | | | | | | | | | | |
| 6.多元化的學習 6. Providing pluralistic approaches to learning. | | | | | | | | | | | | | |
| ※全校學生基本素養與核心能力 Basic disciplines and core capabilities of the university | | | | | | | | | | | | | |
| 1.表達與溝通能力。 1. Articulation and communication skills | | | | | | | | | | | | | |
| 2.探究與批判思考能力。 2. Inquisitive and critical thinking abilities | V | | V | | | V | | | | V | | | |
| 3.終身學習能力。 3. Lifelong learning | | | | | | | | | | | | | |
| 4.倫理與社會責任。 4. Ethics and social responsibility | | | | | | | | | | | | | |
| 5.美感品味。 5. Aesthetic appreciation | | | | | | | | | | | | | |
| 6.創造力。 6. Creativity | | | | | | | | | | | | | |
| 7.全球視野。 7. Global perspective | | | | | | | | | | | | | |
| 8.合作與領導能力。 8. Team work and leadership | | | | | | | | | | | | | |
| 9.山海胸襟與自然情懷。 9. Broad-mindedness and the | | | | | | | | | | | | | |

embrace of
nature

本課程與SDGs相關項目：The course relates to SDGs items:

- SDG1-消除貧窮(No Poverty)
- SDG2-消除飢餓 (Zero Hunger)
- SDG3-良好健康與福祉(Good Health and Well-being)
- SDG4-教育品質(Quality Education)
- SDG5-性別平等(Gender Equality)
- SDG6-乾淨水源與公共衛生(Clean Water and Sanitation)
- SDG7-可負擔乾淨能源(Affordable and Clean Energy)
- SDG8-優質工作與經濟成長(Decent Work and Economic Growth)
- SDG9-工業、創新和基礎建設(Industry,Innovation and Infrastructure)
- SDG10-減少不平等(Reduced Inequalities)
- SDG11-永續城市(Sustainable Cities and Communities)
- SDG12-責任消費與生產(Responsible Consumption and Production)
- SDG13-氣候行動(Climate Action)
- SDG14-海洋生態(Life Below Water)
- SDG15-陸域生態(Life on Land)
- SDG16-和平、正義和穩健的制度(Peace,Justice And Strong Institutions)
- SDG17-促進目標實現的全球夥伴關係(Partnership for the Goals)
- 本課程和SDGS無關

本課程校外實習資訊: This course is relevant to internship:

本課程無註記包含校外實習

[回上一頁](#)