

國立中山大學 112學年度第1學期 課程教學大綱						
National Sun Yat-sen University 112Academic year1st Semester Course syllabus						
中文名稱 Course name(Chinese)	企業研究方法			課號 Course Code	EMBA974	
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	管理學院高階經營碩士學程在職專班	
授課教師 Instructor	葉淑娟王致遠蔡宗霖陳世哲			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：						
<input checked="" type="checkbox"/> 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】 <input type="checkbox"/> 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】 <input type="checkbox"/> 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】 <input type="checkbox"/> 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：						
1.Participation : 50% 2.Final paper : 50%						
課程大綱 Course syllabus						
<input checked="" type="checkbox"/> 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.Homeworks : 40% 3.Final report : 35%						
參考書/教科書/閱讀文獻 Reference book/ textbook/ documents 〔請遵守智慧財產權觀念，不可非法影印。教師所提供之教材供學生本人自修學習使用，不得散播及做為商業用途〕 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

## 彈性暨自主學習規劃 Alternative learning periods

本門課程是否有規劃實施學生彈性或自主學習內容（每1學分2小時）

Is any alternative learning periods planned for this course (with each credit corresponding to two hours of activity)?

否：教師需於「每週課程內容及預計進度」填寫18週課程進度（每1學分18小時之正課內容）。

No: The instructor will include an 18-week course plan in the weekly scheduled progress (each credit corresponds to 18 hours of instruction)

是：教師需於「每週課程內容及預計進度」填寫16週課程內容（每1學分16小時之正課內容），並於下列欄位填寫每1學分2小時學生彈性或自主學習內容。

Yes: The instructor will include a 16-week course plan in the weekly scheduled progress (each credit corresponds to 16 hours of instruction); the details of the planned alternative learning periods are provided below (each credit corresponds to two hours of activity).

學生彈性或自主學習活動 Alternative learning periods	勾選或填寫規劃內容 Place a check in the appropriate box or provide details	時數 Number of hours
學生分組實作及討論 Group work and discussion		
參與課程相關作業、作品、實驗 Participation in course-related assignments, work, or experiments		
參與校內外活動（研習營、工作坊、參訪）或競賽 Participation in on- or off-campus activities (e.g., seminars, workshops, and visits) or competitions		
課外閱讀 Extracurricular reading		
線上數位教材學習 Learning with online digital learning materials		
其他（請填寫規劃內容） Other (please provide details)		

## 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	2023/09/03~2023/09/09	Introduction
2	2023/09/10~2023/09/16	Research Topics
3	2023/09/17~2023/09/23	Research Questions
4	2023/09/24~2023/09/30	Quantitative Research
5	2023/10/01~2023/10/07	Theoretical and Conceptual Frameworks
6	2023/10/08~2023/10/14	Hypotheses
7	2023/10/15~2023/10/21	Research Design
8	2023/10/22~2023/10/28	Survey Research
9	2023/10/29~2023/11/04	Experimental and Quasi-Experimental Designs
10	2023/11/05~2023/11/11	Secondary data analysis
11	2023/11/12~2023/11/18	Interview
12	2023/11/19~2023/11/25	Qualitative Research
13	2023/11/26~2023/12/02	Qualitative Research
14	2023/12/03~2023/12/09	Case Studies
15	2023/12/10~2023/12/16	Case Studies
16	2023/12/17~2023/12/23	Academic Ethics
17	2023/12/24~2023/12/30	Academic Ethics
18	2023/12/31~2024/01/06	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: 星期五12:00-14:00  
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	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	紙筆考試	課堂討論(含個案討論)	個人書面報告、作業、作品、實驗	群組書面報告、作業、作品、實驗	個人口頭報告 Individual	群組口頭報告 Group oral presentation.	課程規劃之校外參訪及實習	證照/檢定 License.	參與課程規劃之校外活動及競賽 Participate in	課外閱讀 Outside reading.

capabilities of the department and the university	This course enables students to achieve.	或測驗 Test.	Group discussion (case analysis).	Individual paper report/ assignment/ work or experiment.	Group paper report/ assignment/ work or experiment.	oral presentation.		Off-campus visit and internship.		off-campus/ on-campus activities and competitions.	
※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. 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.	√		√		√			√			
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	√		√		√			√			
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:

本課程包含校外實習（本選項僅供統計使用，無校外實習者，得免勾記）  
 The course includes internship.(For statistical use only. If the course without internship, please ignore this item.)

實習定義：規劃具有學分或時數之必修或選修課程，且安排學生進行實務與理論課程實習，於實習終了取得考核證明繳回學校後，始得獲得學分；或滿足畢業條件者。（一般校內實習請勿勾選此欄位）

Internship: The required or elective courses should include credits and learning hours. Students should participate in the corporative company or institution to practice and learn the real skills. An internship certification must be handed in at the end of internship to get the credits or to fulfil the graduation requirements.

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