授課教師：邱淑芬
課程名稱：企業研究方法論

<table>
<thead>
<tr>
<th>課程代號：BA7601701</th>
<th>必選修：選修/半學年</th>
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<tbody>
<tr>
<td>學 分 數：3</td>
<td>先修課程：</td>
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<tr>
<td>節次教室：M5(MA-405) M6(MA-405) M7(MA-405)</td>
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專業核心能力：

課程網址：

課程宗旨：The purpose of this class is to provide graduate students with an introduction to the theory (concepts) and applications (practice) of business research methods. The ways in which research methodologies and statistics techniques are applied to the business studies will also be covered in this class.

課程大綱：

<table>
<thead>
<tr>
<th>Reading Assignment</th>
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<tbody>
<tr>
<td>Indicates the required readings.</td>
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<tr>
<td>[no marks] Indicates the additional readings.</td>
</tr>
<tr>
<td>[☆#] Indicates the readings for class content presentation.</td>
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The teaching assistant will send the class readings (if PDF files available) to your email account.

Week 1 (9/22): Class Overview
Class Overview

Week 2 (9/29): Introduction


Week 3 (10/6): Research Question and Research Framework
(a) Concepts
[☆1a][■]陳曉萍（2008）。研究的起點：提出，載於陳曉萍、徐淑英、鄭景立（主編），組織與管理研究的實證方法（35-59頁）。北京：北京大學出版社。
(b) Practice

教科書：

參考書目：
授課教師：邱淑芬  
課程名稱：企業研究方法論  

修課須知：
Requirement:
Students are expected to attend every class, read all assigned required materials prior to class, and also expected to complete assignments prior to class. Thorough and timely completion of all assignments is expected.

Class Format:
A variety of instructional techniques will be used in this seminar, including, but not limited to: lectures, discussion, and student presentation.

Grading:
The following will determine one’s final grade in this class:
Class Participation

評量方式：
Grading:
The following will determine one’s final grade in this class:
Class Participation +~10%
Class Assignments 15%
Class Content Presentation 20%
Group Research Project 20%
Midterm 20%
Final Exam 25%

備註說明：
Class Participation (+~10%):
Students are expected to attend every class, read all assigned required materials prior to class. Your attendance and participation is worth of -10 to +10 points of your final grade.

Class Assignments (15%):
Two class assignments will be made throughout the course. The first assignment is worth of 5 points and the second one 10 points. The two assignments are due by 10 am on week 10 (11/24) and week 16 (1/5). Late assignment will results in a deduction of 5 po