

103-2 大葉大學 選課版課綱

基本資料			
課程名稱	質性研究方法	科目序號/代號	1742 /MDR5124
必選修/學分數	選修 /3	上課時段/地點	(三)678 /B101
授課語言別	中文	成績型態	數字
任課教師 / 專兼任別	蕭景楷 / 專任	畢業班/非畢業班	
學制/系所/年班	研究所博士班 / 管理學院博士班 / 1年1班		

課程簡介與目標

本課程之設計主要在於培養學生之研究能力，並藉由老師之引導進入質性研究領域之真實殿堂，並為進入國際學術研究舞台做好準備。由於本課程為單學期之安排，在有限之時間規範下，學習者必須要有接受嚴謹密集課程訓練之心理準備。

課程大綱

採用講課、分析paper與討論的方式教學。

1. Research Design and Literature Review-Creswell Ch.1
2. Use of Theory and Writing Strategies-Creswell Ch.3
3. Introduction Sections-Creswell Ch.5,6
4. Byron, K. (2008). Carrying too Heavy A Load? The Communication and Miscommunication of Emotion by Email. *Academy of Management Review*, 33(2), 309-327.
5. Nature of Qualitative Research-Neuman, pp.13-15、 pp.18-20
6. Dimension of Qualitative Research-Neuman, pp.46-47、 pp.87-104、 Cayla, J. & Eckhardt, G.M. (2008). Asian Brands and the Shaping of a Transnational Imagined Community. *Journal of consumer research*, 35, 216-230.
7. Field Research-Neuman, Ch.13(Field Research)
8. Qualitative Data Collection-Neuman, Ch.14, pp.418-456、 Gold, M. & Schwimbersky, S. (2008). The European Company Statute: Implications for Industrial Relations in the European Union. *European Journal of industrial relations*, 14(1), 46-64.
9. Qualitative Data Collection-Neuman, Ch.14
10. Analysis of Qualitative Data-Neuman, Ch.15
11. Analysis of Qualitative Data-Neuman, Ch.15、 Moses, M.S. & Saenz, L.P. (2008). Hijacking Education Policy Decisions: Ballot Initiatives and the Case of Affirmative Action. *Harvard educational review*, 78(2), 289-310.
12. Writing Qualitative Research Report-Neuman, Ch.16、 Johnson-Bailey, J. & Cervero, R.M. (2008). Different Worlds and Divergent Paths: Academic Careers Defined by Race and Gender. *Harvard educational review*, 78(2), 311-332.
13. Havitz, M. E. (2007). A Host, a Guest, and our Lifetime Relationship: Another Hour with Grandma Havitz. *Leisure Sciences*, 29, 131-141.、 Haytko, D. L. & Baker, J. (2004). It ' s all at the mall: exploring adolescent girls ' experiences. *Journal of Retailing*
14. Ullrich, J. & Wieseke, J. & Dick, R. V. (2005). Continuity and Change in Mergers and Acquisitions: A Social Identity Case Study of a German Industrial Merger. *Journal of Management Studies*, 42(8), 1549-1569.
15. Combs, J. G. & Michael, S. C. & Castrogiovanni, G. J. (2004). Franchising: A Review and Avenues to Greater

Theoretical Diversity. Journal of Management, 30(6), 907-931.




16.Valcour, P. M. (2002). Managerial behavior in a multiplex role system. Human Relations, 55(10), 1163-1188.

17.期末考

基本能力或先修課程

建議先修學科：研究方法研討

課程與系所基本素養及核心能力之關連

-  具備管理專業與策略規劃能力
-  具備理論與實務整合能力
-  具備組織倫理與人文關懷能力