

97-2 大葉大學 完整版課綱

基本資訊

課程名稱	質性研究方法	科目序號 / 代號	1669 / MDR5124
開課系所	管理學院博士班	學制 / 班級	研究所博士班1年1班
任課教師	謝安田	專兼任別	兼任
必選修 / 學分數	選修 / 3	畢業班 / 非畢業班	非畢業班
上課時段 / 地點	(二)ABC / J111	授課語言別	中文

課程簡介

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

成績稽核

教科書(尊重智慧財產權，請用正版教科書，勿非法影印他人著作)

書名	作者	譯者	出版社	出版年
無參考教科書				

參考教材及專業期刊導讀(尊重智慧財產權，請用正版教科書，勿非法影印他人著作)

書名	作者	譯者	出版社	出版年
無參考教材及專業期刊導讀				

上課進度

週次	教學內容	分配時數(%)				
		講授	示範	習作	實驗	其他
1	Research Design and Literature Review-Creswell Ch.1&2	70				30
2	Use of Theory and Writing Strategies-Creswell Ch.3&4	70				30
3	Introduction Sections-Creswell Ch.5,6&7	70				30
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.	70				30
5	Nature of Qualitative Research-Neuman, pp.13-15、 pp.18-20	70				30
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.	70				30
7	Field Research-Neuman, Ch.13(Field Research)	70				30
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.	70				30
9	Qualitative Data Collection-Neuman, Ch.14	70				30

10	Analysis of Qualitative Data-Neuman, Ch.15	70	30
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.	70	30
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.	70	30
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	30	70
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.	30	70
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.	30	70
16	Valcour, P. M. (2002). Managerial behavior in a multiplex role system. Human Relations, 55(10), 1163-1188.	30	70
17	期末考		100
