

# 101-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	研究方法	Serial No. / ID	1471 / RGR5040
Dept.	人力資源暨公共關係學系碩士	School System / Class	研究所碩士班1年1班
Lecturer	張秋蘭	Full or Part-time	專任
Required / Credit	Required / 3	Graduate Class	No
Time / Place	(四)234 / C406	Language	Chinese

Introduction
<ol style="list-style-type: none"><li>1. to know a good understanding of business research.</li><li>2. to equip the practical tools and skills to conduct business research.</li><li>3. to write and present research reports.</li></ol>

Outline
<ol style="list-style-type: none"><li>1. Research in Business</li><li>2. The Research Process</li><li>3. Research Design</li><li>4. Qualitative Research, Observation Studies, Surveys and Experiments</li><li>5. Measurement and Measurement Scales</li><li>6. Questionnaires and Instruments</li><li>7. Sampling, Data Preparation and Description</li><li>8. Exploring, Displaying, and Examining Data</li><li>9. Presenting Results</li></ol>

Prerequisite
no