

102-2 Preliminary Syllabus, Da-Yeh Univ

| Information | | | |
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| Title | 研究方法 | Serial No. / ID | 2201 / RMM3016 |
| Dept. | 休閒事業管理學系 | School System / Class | 大學日間部3年2班 |
| Lecturer | 林擎天 | Full or Part-time | 專任 |
| Required / Credit | Required / 3 | Graduate Class | No |
| Time / Place | (四)234 / B507 | Language | Chinese |

| Introduction |
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| <p>To increase the students' interests and knowledge with professional leisure management and research.</p> <p>To introduce related methods and approaches applied on leisure management.</p> <p>To teach students apply research methods on special team report.</p> <p>To expand the abilities of analysis and integrity by case study.</p> <p>To establish accurate research conception and method at present study and future issues.</p> |

| Outline |
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| <p>Introduction of research methods</p> <p>Concept of research method and process</p> <p>Research theme, topic and research proposal</p> <p>Literature exploration and materials surfing by inter-net, collection of secondary data</p> <p>Measurement, reliability and validity</p> <p>Scale development</p> <p>Sampling plan and design</p> <p>Mid examination</p> <p>Survey design</p> <p>Investigating tools</p> <p>Experimental manipulation</p> <p>Observation research</p> <p>Qualitative research</p> <p>Regression analysis and canonical correlation</p> <p>ANOVA, correlation analysis, regression analysis, factor analysis</p> <p>Research results and presentation</p> <p>Term examination</p> |

| Prerequisite |
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| None |