

## 103-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	質性研究方法	Serial No. / ID	1742 / MDR5124
Dept.	管理學院博士班	School System / Class	研究所博士班1年1班
Lecturer	蕭景楷	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	No
Time / Place	(三)678 / B101	Language	Chinese

Introduction
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。

Outline
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. <i>Academy of Management Review</i> , 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. <i>Journal of consumer research</i> , 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. <i>European Journal of industrial relations</i> , 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. <i>Harvard educational review</i> , 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. <i>Harvard educational review</i> , 78(2), 311-332.
13.Havitz, M. E. (2007). A Host, a Guest, and our Lifetime Relationship: Another Hour with Grandma Havitz. <i>Leisure Sciences</i> , 29, 131-141.、 Haytko, D. L. & Baker, J. (2004). It ' s all at the mall: exploring adolescent girls ' experiences. <i>Journal of Retailing</i>
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. <i>Journal of Management Studies</i> , 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

#### Prerequisite

建議先修學科：研究方法研討