

## 97-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	研究方法	Serial No. / ID	1246 / IBR5032
Dept.	國際企業管理學系碩士班	School System / Class	研究所碩士班1年1班
Lecturer	張魁	Full or Part-time	專任
Required / Credit	Required / 3	Graduate Class	NO
Time / Place	(五)234 / J119	Language	English

Introduction
The goal of this course is to enhance the basic capabilities for academic research in order to help students in writing their thesis in the future.

Outline
Week Topic
1 Research in business
2 Thinking like a researcher
3 The research process: An overview
4 Research design: An overview
5 Observation studies
6 Surveys
7 Experiments
8 Qualitative research
9 Middle exam
10 Paper reading
11 Measurement scales
12 Questionnaires
13 Instruments
14 Sampling
15 Written & oral reports
16 Final report (1)
17 Final report (2)
18 Final exam

Prerequisite
None