

97-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	研究方法	Serial No. / ID	1200 / RMM3016
Dept.	休閒事業管理學系	School System / Class	大學日間部3年1班
Lecturer	林擎天	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	NO
Time / Place	(一)56 / B509 (二)4 / B509	Language	Chinese

Introduction
<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
<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
None