

99-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	研究方法	Serial No. / ID	1488 / 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	璿旭梅	Full or Part-time	專任
Required / Credit	Required / 3	Graduate Class	No
Time / Place	(一)N56 / C506	Language	Chinese

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

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

Prerequisite
no