

97-2 大葉大學 完整版課綱 - 上課進度

上課進度		分配時數(%)				
週次	教學內容	講授	示範	習作	實驗	其他
1	Research Design and Literature Review-Creswell Ch.1&2	70				30
2	Use of Theory and Writing Strategies-Creswell Ch.3&4	70				30
3	Introduction Sections-Creswell Ch.5,6&7	70				30
4	Byron, K. (2008). Carrying too Heavy A Load? The Communication and Miscommunication of Emotion by Email. Academy of Management Review, 33(2), 309-327.	70				30
5	Nature of Qualitative Research-Neuman, pp.13-15、 pp.18-20	70				30
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. Journal of consumer research, 35, 216-230.	70				30
7	Field Research-Neuman, Ch.13(Field Research)	70				30
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. European Journal of industrial relations, 14(1), 46-64.	70				30
9	Qualitative Data Collection-Neuman, Ch.14	70				30
10	Analysis of Qualitative Data-Neuman, Ch.15	70				30
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. Harvard educational review, 78(2), 289-310.	70				30
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. Harvard educational review, 78(2), 311-332.	70				30
13	Havitz, M. E. (2007). A Host, a Guest, and our Lifetime Relationship: Another Hour with Grandma Havitz. Leisure Sciences, 29, 131-141.、 Haytko, D. L. & Baker, J. (2004). It ' s all at the mall: exploring adolescent girls ' experiences. Journal of Retailing	30				70
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. Journal of Management Studies, 42(8), 1549-1569.	30				70
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.	30				70

16	Valcour, P. M. (2002). Managerial behavior in a multiplex role system. Human Relations, 55(10), 1163-1188.	30	70
17	期末考		100
