

開南大學 九十五年 度第二學期 觀光與餐飲旅館管理系

研究方法 學系科目教學計劃表

科目代碼	科目名稱	授課教師	修別	開課年級	學分數	每週時數
106040900 -02	中文：研究方法	張亦騏 Yevvon, Yi-Chi, Chang	<input checked="" type="checkbox"/> 必修 <input type="checkbox"/> 選修	3年C班	3	3
	英文：Research Methodology	先修課程		N/A		
教學目標與內容	<p>The course is intended to present the concepts and principles of research, and to advise on how to set out, implement and complete a research project. It is designed to introduce the student to basic concepts and problems encountered in social scientific investigation, including types of data and measurement, sampling, probability, and research design. This course has 2 related but separable aims:</p> <ol style="list-style-type: none"> 1. To provide students with a critical awareness and understanding of the range of different methodological approaches that may be adopted in research, together with an understanding of the beliefs and assumptions that underlie them. 2. To provide students with the background necessary to enable them to formulate and plan their own research and, in particular, their own dissertation. 					
實施方法	<input checked="" type="checkbox"/> 講解法。 <input type="checkbox"/> 實作法。 <input checked="" type="checkbox"/> 討論法。 <input type="checkbox"/> 演習法。 <input checked="" type="checkbox"/> 問答法。 <input type="checkbox"/> 其他 ()。					
評量方式	25% Mid-term examination, 25% Final examination, 10% Attendance and in-class and online participation. 40% presentation and group report					
授課使用及參考書籍	<p>(請按作者、書名、版別、出版商、發行地、出版年份、起訖頁數順序填寫)。</p> <ol style="list-style-type: none"> 1. 呂長民(2003) 行銷研究-研究方法與實例應用 前程企業出版 2. 楊國樞、文崇一、吳聰賢、李亦園(1988)社會及行為科學研究法(上) 東華出版。 3. 王保進(1999) 視窗版 spss 與行為科學研究。心理出版。 4. 王佳煌、潘中道(2002) 當代社會研究法。學富出版。 5. American Psychological Association.(2001).Publication manual of the American Psychological Association(5rd ed.) Washington, DC. American Psychological Association. 6. Krathwohl, D. R. (1995) Social and behavioral science research. Jossey-Bass Publishers. 7. Creswell, J. W.(2002).Research design: Qualitative,quantitative and mixed methods approaches.(2nd edition).Thousand Oaks, CA: Sage.College 8. Brown, J. D.(1988).Understanding research in second language learning : A teacher's guide to statistics and research design.New York: Cambridge University Press. 9. Sekaran, U. (2003) Research methods for business: A skill building approach (4th edition), John Wiley & Sons, Inc. 					
科目簡介(可含大綱及教學進度)：						

Week 1	Course introduction and Assessment weighting
Week 2	Introduction to Research and Scientific Investigation
Week 3	Technology and Business Research
Week 4	The Research Process: Steps 1 to 3: the Broad Problem Area, Preliminary Data gathering and Problem definition
Week 5	The Research Process: Steps 4 to 5: theoretical Framework Hypothesis Development the Broad Problem Area, Preliminary Data Gathering and Problem Definition
Week 6	The Research Process: Steps 6: Elements of Research Design
Week 7	Experimental Designs
Week 8	Measurement of Variables Operational Definition and Scales
Week 9	Mid-Term Examination
Week 10	Measurement: Scaling, Reliability and Validity
Week 11	Data Collection Methods
Week 12	Sampling
Week 13	Data Analysis and Interpretation
Week 14	The Research Report and Managerial Decision Making and Research
Week 15	Presentation
Week 16	Presentation
Week 17	National Holiday
Week 18	Final Examination

SPECIFIC ISSUES ARISING FROM MARKING RESEARCH METHODS PROPOSALS

Some notable weak points which must lose marks:

- references made to authors not listed in the bibliography
- statements made but unsupported by references or sources (i.e. unsupported assertions);
- lack of context for the research issue – what does it relate to? what is it based upon?
- absence of any prior literature of substance in the proposal – at worst a proposal with *no* evidence of knowledge of prior literature;
- plagiarism – direct quotations which are not given speech marks or referenced.

Good proposals showed:

- a good range of literature on the method;
- a good range of literature on the research issue
- evidence of preliminary investigation into the issue (for example an interview, a preliminary review of the literature, basic data collection);
- a grounding of the proposal in one of the courses taken in the degree

Some suggestions:

- a research proposal must be grounded and based upon a literature. If not based on a course you have taken (the ideal situation) you have to do some reading yourself. Proposals based on courses taken are nearly always stronger.
- A proposal is immeasurably strengthened by a clear consistency between research issue, method, literature and potential findings
- Why not use some of the experience gained in the RM presentations? Either your own presentations or those of colleagues. Reference to papers (e.g. those used in break out sessions) could greatly enhance the proposal.
- Why not use some of the material from the RM course?
- Why not use material from other courses?
- Why not follow the guidance notes provided and/or the draft proposal on “Pigs Can Fly”?
- If your intended research method is a literature review it needs to reflect a wide literature and, centrally, have a specific justification of the perspective taken.;
- A replication is a good place to start – if you are doing this, why not make it more obvious that you are following a particular piece of work? *However*, slavish adherence to the words, methods and tests of the paper it is intended to be replicated will almost certainly lead to penalties being imposed.

說明：

1. 授課教師於學期前填寫本表，經課程委員會審核後，影印分送給教師所屬課程委員會召集人，授課班級所屬系、所及教務處課務組；並於開始上課時，將本內容向學生說明。
2. 本表於 91.4.23 第四次校課程委員會討論通過。

課程委員會召集人：

觀光系
主任 陳桓敦

授課教師：張亦騏

課務組
96.3.22
張亦騏
27 Feb 2007