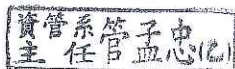


開南管理學院 96 年度第 1 學期 資訊管理研究所 教學計劃表

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
2210M 1221	中文：論文研討 (一)	管孟忠	必修	碩一	1	1
	英文：Articles Study	先修課程				
教學目標與內容	Research method is a systematic inquiry whose objective is to provide information to solve managerial problems that could be related to management information system. The study of research methods provided students with the knowledge and skills students need to solve the problems and meet the challenges of a fast-paced decision-making environment. The course includes four parts: (1) Introduction to Business Research, (2) The Design of Research, (3) The Sources and Collection of Data, (4) Analysis and Presentation of Data.					
實施方法	講解法。實作法。討論法。演習法。問答法。					
評量方式	期中測驗 20%。期末測驗 20%。平時成績 20%。期末報告成績 40%。					
授課使用及參考書籍	(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)。					
	Donald R. Cooper and Pamela S. Schindler, "Business Research Methods (8th)," McGraw-Hill, 2003.					
科目簡介(可含大綱及教學進度)：						
Ch1. Research in Business						
Ch2. Applying Scientific Thinking to Management Problems						
CH3. The Research Process						
CH4. The Research Proposal; Ch5 Ethics in Business Research						
CH6. Design Strategies; Ch7. Sampling Design						
Ch8. Measurement; Ch9. Measurement Scales; *Midterm Exam*						
Ch10. Exploring Secondary Data						
Ch11. Survey Methods: Communicating with Participants						
Ch12. Instruments for Participant Communication						
Ch13. Observational Studies; Ch14. Experimentation						
Ch15. Data Preparation and Description						
Ch19. Multivariate Analysis: An Overview						
Ch20. Presenting Results: Written and Oral Reports; * Final Exam*						
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：



授課教師：管孟忠