

研究方法 Research Methods

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TA:

Time: 1:20 PM - 4:20 PM, Friday
Classroom: TSMC Room 406
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Course Overview

The goal of this course is to provide students with an introduction to research processes. We will introduce fundamental elements of scientific research to help students execute their theses. Using good journal papers as examples, we will illustrate research methods such as survey, experiment, qualitative analysis that are frequently used in management area. In the end of the semester, students will be able to

1. Acquire skills to locate researchable questions in business;
2. Conduct research to solve the identified questions;
3. Get conversant with the use of statistical analysis;
4. Develop skills to discriminate “good” from “bad” research.

It is hoped that students will find research to be interesting and of practical use.

Textbook

Roger Bougie & Uma Sekaran,
Research Methods for Business: A Skill Building Approach, 8th edition,
John Wiley & Sons Inc. (滄海書局代理)

Course materials and assignment: [online folder](#)

Grading

(Individual)

Class Participation	25%
Final Exam	25%

(Group)

Research Proposal	25%
Weekly Presentations	25%

** (Peer evaluation will be used in the end of the semester.)

Final Project (Research Proposal)

Please form a group of 5 members. We will co-work with a business to analyze real business problems. Choose a research topic related to this business by your team members, and the topic needs to be approved by the instructor. Your team need to present the following elements during the semester, including (1) research questions, (2) literature review, (3) research model and hypotheses, (4) methodology, (5) data analysis, (6) results and conclusion. In the end of the semester, your team need to turn in your research report in PPT and Word file formats

Rule for students use of the AI: Conditionally open. Please specify how generative AI is used in course output.

Outline

	Date	Topics	Assignment	Assignments Due
1	2/23	Course Logistics, Introduction to Research (Ch1)		Submit (Group) List
2	3/1	梅竹賽 (停課) 另擇期至合作企業參訪 定義研究問題		
3	3/8	Scientific Investigation & Research Processes (Ch2)	Identify a question	
4	3/15	Problem Definition (Ch3 4)	Find Best Journals (SS, MIS, Marketing, Mgmt)	Research Question Presentation
5	3/22	Literature Review_ search	Literature Review	Best Journals Presentation
6	3/29	Literature Review_ write (Ch5)_ Appendix (APA format)	Write literature review	Literature Review (P) Present a best paper
7	4/5	春假 (停課)		
8	4/12	Theoretical Framework, and Hypotheses (Ch6)		Word file_ Literature review
9	4/19	Research Design (Ch7)		Model & Hypotheses Presentation (P)
10	4/26	Experiment (Ch11)		Research Methods Presentation: Experiment (P)
11	5/3	Questionnaire (Ch10) Variable Measurement and data collection (Ch12, 13)		Research Methods Presentation: Survey (P)
12	5/10	Qualitative (Ch17)		Presentation: Qualitative (P) Research Proposal (P)
13	5/17	Sampling (Ch14) Data Analysis (Ch15 16), SPSS		
14	5/24	Data Analysis (SmartPLS , Moderation & Mediation effects); Data-mining methods; Research Report (Ch18 19)	SmartPLS v4	Research Proposal update (P)
15	5/31	Final Exam		
16	6/7	Research Presentation and Report		Powerpoint and Word version