

National Taiwan University of Science and Technology
2018

Department / Code (開課單位/單位代碼)	Graduate Institute of Technology Management (TM) & MBA Program (MA)			
Course Code (課程代碼)	TM6142701 / MA8100701			
Course Name (課程名稱)	Social Science & Business Research Methodology	Credit	Fall	Spring
		(學分數)	3	
Course Objectives (課程目標)	<p>The course aims to help students to accumulate the knowledge of different methodologies that are helpful for writing thesis. This course focuses on training student to initiate a good research idea, apply different methodologies, and solve the problems in a real project. Students are expected to participate in group discussions, finish course assignments and apply all relevant qualitative and quantitative methods to complete the research project.</p> <p>As all team work in class and the interactions among groups can motivate all participants to understand the data on a more diversified views, the training helps students to build up the skills for starting their thesis. The course invites experts who work in research centers to share real cases that help students to understand the applications of certain methodologies. Finally, the requirement of final assignment completing a final report for each project leads students to learn how to solve problems in the process of doing research.</p>			
Prerequisites (先修課程)	Statistics knowledge preferred but not necessary			
Course Materials (課程教材)	<ul style="list-style-type: none"> ● Cooper, D. R. & Schindler, P.S. (2014), Business Research Methods, 12th ed., McGraw Hill International ● Zikmund, et al., (2013), Business research methods, 9th edition, South-western Cengage learning. ● Secondary data: indicator databases, WEF database; freedom indices; ● Others: exercises materials or marketing research database examples 			
Reference (參考書目)	<ul style="list-style-type: none"> ● Field, A., (2017), Discovering Statistics using SPSS, 4th edition 			
Location (上課地點)	TR812 / BA 5F (The time will adjust to 15:30~18:00 during 28 Nov ~26 Dec if necessary)			
Evaluation (評量方式)	<ul style="list-style-type: none"> ● 各組專題發表(Team Presentation and team work) 30 % ● 個人期末作業或考試(Personal Assignment/Paper/Theses Writing and Final Test 30%) <ul style="list-style-type: none"> ■ Format ■ Methodology application ■ Implication & Discussion ■ Completeness ● 課堂上參與,含實作演練(Class participation, including Role Playing/ personal assignment in software practice) 40% 			

Course Outline (課程大綱進度)	Week	Date	Topic
	1	12/09	Course introduction
	2	19/09	Thinking importance and Ethics in research (ch1-3) <i>Initiate your research idea</i>
	3	26/09	Design research: Research process & how to write a good research proposal (ch4, 6) <i>Preparing & Presenting Your proposal</i>
	4	03/10	Data collection 1 st hand and secondary data (ch5) <i>Think of your research questions and look for proper data</i> <i>Exercise: How to utilize secondary data for analysis?</i>
	5	10/10	National Holiday- University Dayoff
	6	17/10	How to do in a “Focus Group” (ch7) <i>Group activities: Conduct a Focus Group</i> <i>Preparation: What should I ask from experts? (Literatures/ Available data)</i>
	7	24/10	Questionnaire Design (I): Measurement & sampling (ch10-12) <i>Build up a good measurement for your variables</i>
	8	31/10	Questionnaire Design(II), ch 13;14 Group Project Discussion: Questionnaire framework / pretest
	9	07/11	Lecture: Ms. Shirley Yam (TrendSight Co.) <i>Case study & Trend observations</i>
	10	14/11	Lecture: Ms. Shirley Yam (TrendSight Co.) Qualitative study -Observation & Experiments(<i>ch7-9</i>) <i>Report from observations (with camera spy glasses)</i>
	11	21/11	Mid-term assignment (Group Project) <i>Presenting your Questionnaire – What’s wrong on my questionnaires?</i>
	12	28/11	Collection of data and coding assignment (ch15; 16; 18) Empirical analysis: Review of basic statistics & coding for building up your databases (ch 17) <i>Exercise and assignment</i>
	13	05/12	Multivariate analysis (I) – Regression & ANOVA (SPSS & Excel) <i>Exercise and assignment</i> (ch15-20 & other materials)
	14	12/12	Multivariate analysis (II) – Factor Analysis <i>Exercise and assignment</i> (ch15-20 & others)
	15	19/12	Multivariate analysis (III) – Cluster Analysis <i>Exercise and assignment</i> (ch15-20 & others)
	16	26/12	Multivariate analysis (IV) – Discriminant analysis / Logit reg. <i>Exercise and assignment</i> <i>Speech: The applications of R in social science studies</i>
	17	02/01	Group project final presentation and sharing research outcome (ch21)
	18	09/01	End of course: Final Exam / submission of personal assignment

Instructor (老師資料)	Name: Mei H.C. HO E-mail: mei.ho@mail.ntust.edu.tw Phone: 2730-3726 Office Hour: Wed/Thrs. 15:30-17:30 Office: 研揚大樓 TR821
Special notes	<ol style="list-style-type: none"> 1. You can have food in class, but please no spiced foods; 2. Please respect all students who are sharing their ideas. You're welcome to raise your hand and share ideas with all students; please do not chat or gossip with your neighbours, including online chat. 3. If you think you'll quit more than 4 times(included) in the whole semester, please do not register this course; 4. All homework and assignments should be written by yourself (no copy & paste); Also, please submit it on time. 5. Participating in discussions and cases is the basic requirement in the whole semester.