

National Taiwan University of Science and Technology
Semester *Fall*

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| Department / Code | Graduate Institute of Technology Management/TM | | | |
| Course Code | TM6142701 / MA8100701 | | | |
| Course Name | Social Science & Business Research Methodology | Credit | Fall | Spring |
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| Course Objectives | <p>The course aims to help students to accumulate the knowledge of different methodologies. In order to learn the skills for writing thesis, the course leads students to formulate their ideas, conduct their research question with different methods. Students are expected to learn the techniques to manage a qualitative or a quantitative research in the real researching projects. Students will learn how to work with software and improve the quantitative analysis skills during the process of the course. A final check will be how students complete a research report in social science field or business research.</p> | | | |
| Prerequisites | statistics knowledge preferred but not necessary | | | |
| Course Materials | <p>Cooper, D. R. & Schindler, P.S. (2014), Business Research Methods, 12th ed., McGraw Hill International</p> <ul style="list-style-type: none"> ● Others: 2nd hand Databases, WEF database; freedom indices; ● Marketing research database examples ● Exercises materials | | | |
| Other Reference | <ul style="list-style-type: none"> ● Field, An., (2009), Discovering Statistics using SPSS, 3rd edition ● Zikund, et al., (2013), Business research methods, 9th edition, South-western Cengage learning. | | | |
| Evaluation | <ul style="list-style-type: none"> ● Team Presentation 25 % ● Team Paper/Theses Writing 15 % ● Personal Assignment and Final Test 25% ● Class participation, including Role Playing/software practice 35% | | | |
| Special notes | <ol style="list-style-type: none"> 1. Please consider if you can keep attending the course and contributing your time before registering this course; 2. Please respect all students who are sharing their ideas. You're welcome to raise your hand and share ideas with all students; No online chat please. 4. All homework and assignments should be written by yourself (no copy & paste); if your answers are the copy of someone's work on book or website, you'll lose the opportunity to get good scores. 5. You are asked to involve in discussion and case study in the whole semester. | | | |

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| Course Outline | Schedule | Topic |
| | 1 | Course introduction |
| | 2 | Thinking importance and Ethics in research <i>Initiate your research idea</i> |
| | 3 | Design research: Research process & how to write a good research proposal <i>Preparing & Presenting Your proposal</i> |
| | 4 | Data collection 1 st hand and second hand data <i>Practice: Think your questions and look for data</i> <i>Exercise: How to utilize 2nd dataset for analysis?</i> |
| | 5 | How to do in a “Focus Group” <i>Group activities: Conduct a Focus Group;</i> |
| | 6 | Qualitative study -Observation studies & Experiments |
| | 7 | Measurement & sampling; Questionnaire Design (I) |
| | 8 | Invited Lecture: How we can apply the methodology in a real world? |
| | 9 | Understanding your data and coding skills <i>Presenting your Questionnaire – What’s wrong on my questionnaires?</i> |
| | 10 | Empirical studies Review of basic statistics & Looking for databases |
| | 12 | Multivariate analysis (I) & Assignment |
| | 13 | Multivariate analysis (II) & Assignment |
| | 14 | Multivariate analysis (III) & Assignment |
| | 15 | Multivariate analysis (IV) & Assignment |
| | 16 | Multivariate analysis (V) |
| Instructor | Name: Mei H.C. HO E-mail: mei.ho@mail.ntust.edu.tw | |