

Syllabus

Course Title: Research Methods 研究方法

Section I: Qualitative research methods 質化研究 (Week 1-9)

Course Title: 研究方法-Qualitative research methods

Instructor: Dr. Chuan-Kai Lee

TA: Limeng Yu, Shu-chang Chang

Time: Wednesday 10:10am-1pm

Course Description:

The goal of the session of qualitative research methods is to teach you to understand and to confidently apply qualitative methods and research designs that are essential for business and management research.

Course Objectives:

1. Learn the critical skills to evaluate others' qualitative research and conduct your own qualitative research
2. Learn how to analyze content, extract themes, identify causal relationships, and critically read an article which presents a qualitative research, or think about the relationship between theory and the real world.
3. Become a wise consumer of information from multiple sources such as individuals, the government, and corporations.
4. Become a wise producer of business and management research.

Readings:

1. Dennis A. Gioia, Kevin G. Corley, and Aimee L. Hamilton (2012). Seeking qualitative rigor in inductive research: notes on the Gioia methodology. *Organizational Research Methods* 16(1): 15-31.
2. Daniel Kahneman (2012). Thinking, Fast and Slow. UK: Penguin Group. (康納曼，快思慢想，天下文化出版)
3. Pietra Rivoli (2009). The Travels of a T-Shirt in the Global Economy: An Economist Examines the Markets, Power and Politics of the World Trade. New Jersey: John Wiley & Sons. (皮翠拉·瑞沃莉，一件T恤的全球經濟之旅：從經濟學家觀點看世界貿易的市場、權力和政治，寶鼎出版)

Class Structure:

Class sessions may include lectures, discussion groups and invited speeches. We will strive to clarify, supplement, and analyze reading materials. You are responsible for all assigned readings and all materials presented in class. You are also responsible for all information disseminated in class and all course requirements, including deadlines.

Course Evaluation:

1. Assignments: 50% of final grade
2. Research proposal: 50% of final grade

Weekly schedule:

Week 1	09/13	Introduction to research methods	Lecture 1: Lee
Week 2	09/20	Understanding the context: The Travels of a T-Shirt in the Global Economy	Lecture 2 : Lee Assignment 1: research context
Week 3	09/27	Collecting data: how to conduct interviews	張淑珍、禹俐萌
Week 4	10/04	No class (Moon Festival)	
Week 5	10/11	Coding data: Momax	Lecture 3: Lee 袁維承?
Week 6	10/18	Thesis type I: Case study	馬鈺欣
Week 7	10/25	Thesis type II: Professional report Thesis type III: Action research	TBA, 楊松睿
Week 8	11/01	Avoiding thinking traps: Thinking, Fast and Slow	Lecture 4: Lee Assignment 2: thinking traps
Week 9	11/08	Proposal presentation	All students