

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 (joyyulm@gmail.com)

Time: Wednesday 9:10am-12pm

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. Daniel Kahneman (2012). Thinking, Fast and Slow. UK: Penguin Group. (康納曼, 快思慢想, 天下文化出版)
2. 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	09/11	Introduction to research methods	Lecture 1: Lee
Week 2	09/18	Understanding paradigms: How do paradigms shape your questions	Lecture 2: Lee Group exercise 1: paradigms
Week 3	09/25	Understanding biases: Thinking, Fast and Slow	Lecture 3: Lee Assignment 1: biases
Week 4	10/02	Case study	Lecture 4: Lee
Week 5	10/9	Understanding the context: The Travels of a T-Shirt in the Global Economy	Lecture 5: Lee Assignment 2: research context
Week 6	10/16	Data	Lecture 6: Lee
Week 7	10/23	Abstraction	Lecture 7: Lee
Week 8	10/30	Research design	Lecture 8: Lee
Week 9	11/06	Proposal presentation	All students