Course Title: Research Methods 研究方法

Section I: Qualitative research methods 質化研究（Weeks 1-8）

Course Title: 研究方法-Qualitative research methods
Instructor: Dr. Chuan-Kai Lee
TA: Limeng Yu (joyyulm@gmail.com)
Time: Wednesday 9am-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 (2011). Thinking, Fast and Slow. UK: Penguin Group. (康納曼，快思慢想，天下文化出版)

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. Group exercises: 50% of final grade
2. Research proposal: 50% of final grade

Weekly schedule:

Week 1	09/15	Introduction to research methods	Lecture 1: Lee
Week 2	09/22	Business research: quan vs. qual	Lecture 2: Lee
Week 3	09/29	Understanding thinking I: paradigms	Lecture 3: Lee Group exercise 1: paradigms
Week 4	10/6	Understanding thinking II: biases	Lecture 4: Lee Group exercise 2: biases
Week 5	10/13	Case study	Lecture 5: Lee
Week 6	10/20	Action research	Lecture 6: Lee
Week 7	10/27	Text mining	Lecture 7: 張淑珍
Week 8	11/3	Proposal presentation	All students