

National Tsing Hua University
College of Technology Management
Course Syllabus

科號 Course Number	EMBA 5111	學分 Credit	2	人數限制 Size of Limit	n/a
中文名稱 Course Title	企業研究方法與倫理				
英文名稱 Course English Title	Business Research Methods and Ethics				
任課教師 Instructor	林世昌、蔡昌憲				
教師聯絡方式 Contact Information					
上課時間 Time	Sunday 9-noon	上課教室 Room	CTM 901		
先修科目 Prerequisite(s)					
本課程對應之學習目標與核心能力 Aligned Learning Goals and Learning Objectives					
Understanding the following: <ul style="list-style-type: none"> - Qualitative research methods - Quantitative research methods - Research ethics in business administration 					
課程目標 Course Objectives					
We will introduce different types of research methods for EMBA students along with thesis writing guidelines <ul style="list-style-type: none"> - Qualitative and quantitative methods - Examples using qualitative and quantitative methods in thesis - How to choose a thesis topic - How to proceed your thesis 					
課程說明 Course Description					
It is a holistic training process in EMBA education through writing a thesis. Nevertheless, it is not straightforward to EMBA students to write or move on the thesis. This course will provide a guideline for students in thesis writing.					
指定用書 Textbooks					
Own lecture notes					
參考書籍 References					

National Tsing Hua University
College of Technology Management
Course Syllabus

教學方式 Teaching Approach
Two instructors will teach qualitative and quantitative research methods with many examples including past thesis and research.
評分標準 Grading
教學進度 Course Schedule
課程相關連接 Course Related Links