國立台灣科技大學 114學年 第2學期　課程大綱

Spring 2026 NTUST Course Outline

授課教師：成力庚

Instructor:Cheng, Li-Keng

課程名稱：研究方法(二)

Course Title：Research Methodology (II)

2026/11/3

課程代號： BA7612301 Course Code 學分數： 3 Credits	必選修：必修/半學年 Required/Electve:Required/Half Yr. 先修課程： Prerequisites
節次教室： Time/Location	F2(MA-206) F3(MA-206) F4(MA-206)
專業核心能力： Core Professional Competencies	分析與問題解決能力、書面溝通／寫作
課程網址： Course Website	
課程宗旨： Course Objectives	This course tries to help you become a better researcher through understanding what makes a good researcher and how to design good research. As an emerging scholar, you will study more about the basics of research, research process, research designs, mediation and moderation, validity and reliability, and relevant concepts. Upon completion of the course, YOU should be able to: • Communicate about research with scholars in related fields • Critically review research design used in empirical studies • Design your research to improve understanding of selected topics • Summarize key information/themes in readings in a meaningful way to provoke discussion • Lead an extensive discussion on selected topics in research design
課程大綱： Outline of Lectures	1.Introduction,ResearchTopic,andReading 2.ResearchProcess：DefiningYourResearchProblem 3.VariablesandConstructs 4.TheoryandHypothesis 5.TheoryBuildingandTheoreticalContribution 6.ResearchDesign 7.Quantitative,Qualitative,&MixedResearchMethod 8.ExperimentalResearch 9.Mediators&Moderators 10.InternalValidity&ExternalValidity 11.ConstructValidity 12.Reliability
授課方式： Method of Instruction	講授 Lecture：20% 分組討論 Group discussion：0% 案例研討 Case study：80% 操做練習 Practical exercises：0% 講授 Lecture：%
教科書： Textbooks	

	1.Saunders, M., & Lewis, P. (2017). Doing research in business and management: An essential guide to planning your project. Pearson. 2.Sekaran, U., & Bougie, R. (2016). Research methods for business: A skill building approach. John Wiley & Sons. 3.Ary, D., Jacobs, L. C., Irvine, C. K. S., & Walker, D. (2018). Introduction to research in education. Cengage Learning. 4.Fraenkel, J. R., Wallen, N. E., & Hyun, H. H. (2012). How to design and evaluate research in education. McGraw-Hill
參考書目： References	5.Shadish, W. R., Cook, T. D., & Campbell, D. T. (2002). Experimental and quasi-experimental designs for generalized causal inference. Houghton Mifflin. Several articles and readings will be assigned each week, including articles listed for qualifying exams—the ones marked with asterisk(*).
修課須知： Notice	
評量方式： Grading	Course Participation: 20% Group Report: 80%
備註說明： Notes	