

# 南臺科技大學 107 學年度第 1 學期課程資訊

課程代碼	B0M04702
課程中文名稱	企業研究方法與學術倫理
課程英文名稱	Enterprise research methods and academic ethics
學分數	3.0
必選修	必修
開課班級	碩研休閒一甲 碩研餐旅一甲
任課教師	王逸峰
上課教室(時間)	週五第 2 節(T0609) 週五第 3 節(T0609) 週五第 4 節(T0609)
課程時數	3
實習時數	0
授課語言 1	華語
授課語言 2	
輔導考照 1	
輔導考照 2	
課程概述	課程介紹學術研究方法包括研究流程及相關工具,並加入一些實務的觀光研究報告維探討的題材.
先修科目或預備能力	
課程學習目標與核心能力之對應	
中文課程大綱	1.學習如何構思研究題材 2.如何收集文獻及二手資料 3.如何寫作完整研究論文 4.Academic 倫理：基本堅持的原則與指南
英/日文課程大綱	1.Introduction to research:what,why and who?  Introduction  What is research?  Why study research?  Who does research?  2.Approaches to leisure and tourism research

Introduction

The disciplinary traditions of leisure and tourism research

Sociology

Geography

Economics

Psychology/social psychology

History and anthropology

3.Starting out:research plans and proposals

Introduction:the research process

Planning a research project

Research proposals

4.Reviewing the literature

Introduction:an essential task

The value of bibliographies

Searching

Obtaining copies of material

5.Secondary data:sources and analysis

Introduction

National leisure participation surveys

Tourism surveys

	<p>6.Observation</p> <p>Introduction:the nature and purpose of observational research</p> <p>Possibilities</p> <p>Main elements of observational research</p> <p>7.Qualitative methods</p> <p>Introduction:qualities and uses</p> <p>Merits of qualitative methods</p> <p>The qualitative research process</p> <p>8.Academic Ethic : The basic priciples and guidelines</p> <p>9.Question</p>
課程進度表	<p>1.Introduction to research:what,why and who?</p> <p>Introduction</p> <p>What is research?</p> <p>Why study research?</p> <p>Who does research?</p> <p>2.Approaches to leisure and tourism research</p> <p>Introduction</p> <p>The disciplinary traditions of leisure and tourism research</p> <p>Sociology</p> <p>Geography</p>

Economics

Psychology/social psychology

History and anthropology

3.Starting out:research plans and proposals

Introduction:the research process

Planning a research project

Research proposals

4.Reviewing the literature

Introduction:an essential task

The value of bibliographies

Searching

Obtaining copies of material

5.Secondary data:sources and analysis

Introduction

National leisure participation surveys

Tourism surveys

6.Observation

Introduction:the nature and purpose of observational research

Possibilities

Main elements of observational research

	<p>7.Qualitative methods</p> <p>Introduction:qualities and uses</p> <p>Merits of qualitative methods</p> <p>The qualitative research process</p> <p>8.Academic Ethic : The basic priciples and guidlines</p> <p>9.Question</p>
教學方式與評量方法	
指定用書	<p>書名：</p> <p>作者：</p> <p>書局：</p> <p>年份：</p> <p>ISBN：</p> <p>版本：</p>
參考書籍	
教學軟體	
課程規範	