國立高雄餐旅大學 國際觀光餐旅全英文碩士學位學程 量化研究 科目大要

Group: IMTH Degree: Master Course: Quantitative Research

1. Credits: 3

2. Grade & Semester: First year, second semester

3. Prerequisites: N/A

4. Course objectives:

The aim of this course is to build student understanding of the major research methods and build the ability to use and interpret the results of quantitative research techniques. Moreover, the course will teach students how to identify and conduct appropriate techniques for different kinds of research questions using Statistical Package for the Social Sciences (SPSS). Finally, students will apply their understanding of quantitative research methods in relation to contemporary issues in education and critically assess the utility and appropriateness of different quantitative methods and techniques for the study of relevant research issues in education.

5. Course description/outline:

The course begins with an overview of social science research and the predominant research methods used in social science research. Furthermore, the course focuses on the learning of the statistical tools needed to answer specific research questions. Thereafter, the course focuses on survey research, including survey administration. Finally, the courses reviews the elements of research design and requires students to conduct statistical analysis of the data obtained through the survey before finally presenting the research findings to the class.