SJQU-QR-JW-033（A0）

**【iBA - 商业研究方法】**

**【iBA – Business Research Methods】**

一、基本信息Basic Information

**课程代码Course Code：**【2069223】

**课程学分Course Credits：**【1】

**面向专业Major：**【数媒体技术（双语）Bachelor in Digital Media Technology】

**课程性质Characteristic of the Course：**【实践教学必修课Compulsory course for practical teaching】

**开课院系Department：**【国际教育学院College of International Education】

**使用教材Teaching and Reference Materials：**

教材Textbook【Science Research Writing for Non-Native Speakers of English,

ISBN 978-1-84816-310-2 Imperial College Press】

**课程网站网址Online Learning Website URL：**【无None】

**先修课程Preface Course：**【无None】

二、课程简介**Course Description**

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| This module is designed to give students the skills and knowledge to effectively carry out an individual research project on an element of business computing | |
| **Learning Outcome**  The learner will | **Assessment Criteria**:  The learner can: |
| 1. Be able to identify and design research aims, objective and questions | 1.1. Understand the process of setting research aims and objectives  1.2. Understand previous works and current thinking in the field of study selected  1.3. Complete a literature review on the chosen topic of study |
| 2. Be able to complete an effective literature review | 2.1. Understand, access and evaluate credible sources of information  2.2. Understand previous works and current thinking in the field of study selected  2.3. Complete a literature review on the chosen topic of study |
| 3. Be able to design and carry out research in an effective manner | 3.1. Assess and identify a range of research methods  3.2. Evaluate methods most suited to chosen study  3.3. Plan a detailed research methodology with justification for chosen methods selected |
| 4. Be able to produce a clear reasoned project proposal for an independent study | 4.1. Design appropriate methodology, research questions, analysis methods and ethical review of a particular chosen study  4.2. Ensure that all works are designed to meet end user’s need |

三、选课建议**Suggestion for Selection of Course**

课程前必须参与相关英语课程学习。学生应掌握一定的沟通知识, 具有较高的英语综合能力和逻辑理解力。

Learning the relevant English courses before the course must be required. Students should master certain communication knowledge and possess high English comprehensive ability and logical understanding.

四、课程与专业毕业要求的关联性**The Correlation between Curriculum and Graduation Requirements**

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| **专业毕业要求**  **Graduation Requirements** | 关联Relation |
| LO11 表达沟通  Expressing communication  理解他人的观点，尊重他人的价值观，能在不同场合用书面或口头形式进行有效沟通。  Understand the views of others, respect their values, and communicate effectively in  writing or orally on different occasions |  |
| LO21自主学习  Self-learning  能根据需要确定学习目标，并通过搜集信息，分析信息，讨论，实践，质疑，创造等方法来实现学习目标。  Be able to identify learning goals as needed and achieve them by gathering information,  analyzing information, discussing, practicing, questioning, |  |
| LO3 专业能力  Professional ability |  |
| LO31：工程素养：掌握数学、自然科学知识，具有工程意识，能结合计算机、  数字媒体技术相关专业知识解决复杂工程问题。  LO31：Engineering literacy:  To master mathematics and natural science knowledge, have engineering awareness, and be able to combine computer Professional knowledge of digital media technology to solve complex engineering problems. | ● |
| LO32：软件开发：掌握主流设计技术、程序设计思维以及相关数据库技术，具备建设可运行于多种终端网站的能力。  LO32：Software development:  To master the mainstream design technology, programming thinking and related database technology, and have the ability to build a variety of terminal websites. |  |
| LO33：系统运维：系统地掌握计算机硬件、软件的基本理论、基本知识，具备保障系统运行与维护基本技能。  LO33：System maintenance:  To master systematically the basic theory and knowledge of computer hardware and software, and have the basic skills to ensure system operation and maintenance. |  |
| LO34：素材采集与处理：掌握数字媒体的基本理论、主流数字媒体应用软件使用技术，具备素材的采集、存储、处理以及传输的能力。  LO34: Material collection and processing:  To master the basic theory of digital media and the use technology of mainstream digital media application software, and have the ability of material collection, storage, processing and transmission. |  |
| LO35：虚拟现实设计与制作：熟悉虚拟现实基本原理，掌握虚拟现实产品设计与制作流程及主流的设计、集成平台，具备结合相关硬件实现虚拟现实产品的内容制作和应用开发的能力。  LO35: Virtual reality design and production:  To be familiar with the basic principles of virtual reality, master the design and production process of virtual reality products and the mainstream design and integration platform, and have the ability to realize the content production and application development of virtual reality products combined with relevant hardware. |  |
| LO41 尽责抗压  Due diligence and pressure resistance  遵守纪律，守信守则，具有耐挫折，抗压力的能力。  Discipline, abide by the rules, with resistance to setbacks, the ability to resist pressure. |  |
| LO51 协同创新  Collaborative innovation  同团队保持良好的合作关系，做集团中的积极成员；勇于从不同的角度思考问题，勇于提出新设想。  Keep good cooperation with the team, be an active member of the group, be brave to  think from different perspectives and put forward new ideas. |  |
| LO61信息应用  Information application  能在学习，工作中应用信息技术解决问题，具有运用计算机处理工作领域中的信息和技术交流的能力。  Can apply information technology to solve problems in study and work, and have the   ability to use computers to process information and technology exchanges in the field of  work. |  |
| LO71 服务关爱  Service care  愿意服务他人，服务企业，服务社会；为人热忱，富于爱心，痛得感恩（感恩， 回报，爱心为我校校训内容之一）  Willing to serve others, enterprises and society; being enthusiastic, loving and grateful (gratitude, return, love is one of the contents of our school motto) |  |
| LO81 国际视野  International Perspective  具有基本的外语表达沟通能力与跨文化理解能力，能够阅读专业外文资料，有国际竞争与合作意识。  With basic foreign language communication skills and cross-cultural understanding  ability, able to read professional foreign language materials, with international   competition and cooperation awareness. |  |

备注：LO=learning outcomes（学习成果）

五、课程目标/课程预期学习成果**Course Objectives / Course Expected Learning Outcomes**（预期学习成果要可测量/能够证明）

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| **序号** | **课程预期**  **学习成果**  **Expected learning outcomes** | **课程目标**  **（细化的预期学习成果）**  **Course objectives** | **教与学方式**  **Teaching methods** | **评价方式**  **Evaluation methods** |
| 1 | LO311 | 1.能够与课程导师协商标题和主题，提出独立的研究项目建议。  Be able to negotiate title and theme with course tutor for an independent research project proposal. | 老师：指导学习计划。  学生：实现学习目标。  Teacher: to guide the learning plan.  Student: To achieve the learning objectives. | 1.1.确定研究项目的适当主题和标题  Identify an appropriate theme and title for a research project.  1.2.为研究项目制定适当的目标/假设  Develop an appropriate aim / hypothesis for a research project. |
| 2.能够证明识别和选择研究项目中使用的一系列适当来源的能力。  Be able to demonstrate the ability to identify and select a range of appropriate sources to be used in the research project. | 老师：指导学习计划。  学生：实现学习目标。  Teacher: to guide the learning plan.  Student: To achieve the learning objectives. | 2.1.描述和证明在项目中使用的一系列来源  Describe and justify a range of sources to be used in the project.  2.2.编制拟用来源的参考书目  Produce a bibliography of sources to be used. |
| 3.能够证明识别和选择适合该学科的研究方法的能力。  Be able to demonstrate the ability to identify and select research methodology appropriate to the discipline. | 老师：指导学习计划。  学生：实现学习目标。  Teacher: to guide the learning plan.  Student: To achieve the learning objectives. | 描述和证明项目中使用的研究方法  Describe and justify the research methodology to be used in the project. |
| 4.能够证明对研究中的伦理考虑的理解。  Be able to demonstrate understanding of ethical considerations in research. | 老师：指导学习计划。  学生：实现学习目标。  Teacher: to guide the learning plan.  Student: To achieve the learning objectives. | 4.1.确定研究中的伦理考虑因素  Identify ethical considerations in research.  4.2.解决道德问题的实用方法  Practical ways of addressing ethical considerations. |
| 5.能够证明对有效性和可靠性概念的理解。  Be able to demonstrate understanding of the concepts of validity and reliability. | 老师：指导学习计划。  学生：实现学习目标。  Teacher: to guide the learning plan.  Student: To achieve the learning objectives. | 5.1.解释有效性和可靠性的概念  Explain the concepts of validity and reliability.  5.2.概述如何将其应用于所选方法Outline how they might be applied to the chosen methodology. |
| 6.能够证明为执行研究项目起草提案的能力。  Be able to demonstrate the ability to draw up a proposal for carrying out a research project. | 老师：指导学习计划。  学生：实现学习目标。  Teacher: to guide the learning plan.  Student: To achieve the learning objectives. | 6.1.确定研究的关键阶段  Identify key stages in the research.  6.2.提出研究建议，包括研究如何推进的计划  Produce a research proposal, including a plan of how the research might advance. |

六、课程内容**Course Contents**

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| 周次  Week | 教学内容  Teaching Content |
| 第2周  Week one | 学术论文写作  Academic Research Writing |
| 第4周  Week three | 学术文献检索  Academic Literature Sourcing |
| 第6周  Week five | 文献评论  Literature Review |
| 第8周  Week seven | 研究方法和方法论  Research Methods & Methodology |
| 第10周  Week nine | 数据分析方法  Data Analysis Methods |
| 第12周  Week eleven | 数据分析实践  Data Analysis Practice |
| 第14周  Week thirteen | 撰写研究计划  Prepare for Research Proposal |
| 第16周  Week fifteen | 研讨并提交研究计划  Discuss and submit individual Research Proposal |

七、实践环节各阶段名称及基本要求**Stages of Practicum and Basic Requirements**（选填，适用于集中实践、实习、毕业设计等）

列出实践环节各阶段的名称、实践的天数或周数及每个阶段的内容简述。

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| **序号**  No. | **各阶段名称**  Name of Each Stage | **实践主要内容**  Main Content of the Stages | **天数/周数**  Days/Weeks | **备注**  Remarks |
| 1 | 研究论文基本情况和研究论文格式  Basic information about research paper & Format of research paper | 学习研究论文基本情况和研究论文格式  To learn the Basic information about research paper & Format of research paper | 1 Days | 小组讨论  Group discussion |
| 2 | 文献检索及评论Academic Literature Sourcing and review | 构建项目/查找信息/文献评论  To structure project/find information/make literature review | 1 Days | 个人作业  Individual Homework |
| 3 | 研究方法  Brief introduction of research methods | 学习常用的研究方法  To learn the widely uses research methods | 1 Days | 小组讨论  Group discussion |
| 4 | 数据分析实践  Data Analysis Practice | 使用数据处理和线性回归分析方法分析选定的问题  To apply Data Crunching & Regression analysis to analyze project(s) selected | 1 Days | 团队作业  Group Work |
| 5 | 撰写研究计划  Prepare for Research Proposal | 完成研究计划  To fulfil individual research proposal | 1 Days | 个人研究计划  Individual Research Proposal |

八、评价方式与成绩**Assessment Index & Weightage**

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| **总评构成（1+X）**  **Grading Computation** | **评价方式**  **Assessment Index** | **占比（%)**  **Weightage（%）** |
| 1 | 期末考核：个人研究计划  Individual Research Proposal（2000 words） | 50% |
| X1 | 过程考核：个人作业  Individual Homework（800 words） | 20% |
| X2 | 过程考核：小组团队作业  Group Work (1200 words) | 20% |
| X3 | 过程考核：课堂表现  Class Performance | 10% |

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| 撰写人：周英芬 Yingfen Zhou    孙莉 Li Sun  WechatIMG2322  Tutor Signature | 系主任审核签名：  Program Leader Signature |
|  | 审核时间： Date 2023.8.31 |