

國立交通大學經營管理研究所
108 學年度第 2 學期博士班資格考試範圍
Institute of Business and Management
National Chiao Tung University
Ph.D. Program Qualifying Examination Scope
The Spring Semester of Academic Year 2020

109.3.10
March 10, 2020

一、研究方法 (Research Methods)

A. 考試範圍 (Examination Scope) :

1. Science and the Scientific Research.
2. Thinking like a Researcher.
3. The Research Process.
4. Theories in Scientific Research.
5. Research Design.
6. Measurement of Constructs.
7. Scale Reliability and Validity.
8. Sampling.
9. Survey Research.
10. Experimental Research.
11. Case Research.
12. Interpretive Research.
13. Qualitative Analysis.
14. Quantitative Analysis: Descriptive Statistics.
15. Quantitative Analysis: Inferential Statistics.

B. 參考書籍 (Textbooks) :

1. Bhattacharjee, A., (2012). Social Science Research: Principles, Methods, and Practices. *Open Access Textbooks*.
2. Cooper, D.R. and Schindler, P.S. (2011). Business Research Methods. McGraw-Hill Higher Education, New York, NY.



二、計量經濟學 (Econometrics)

A. 考試範圍 (Examination Scope) :

1. 基礎統計 Basic Statistics
2. 基本線性迴歸模型 Basic Linear Regression Model
3. 簡單線性迴歸模型之衍伸 Extension of Simple Linear Regression Model
4. 最大概似法 The Method of Maximum Likelihood
5. 聯立方程式迴歸 Simultaneous-Equation Regression
6. 時間序列分析 The Analysis of Time Series
7. 縱橫面資料迴歸 Panel Data Regression

B. 參考書籍 (Textbooks) :

1. Greene, William H. (2008), *Economic Analysis*, 6th ed., Upper Saddle River (N.J.): Pearson Education, Inc.

三、統計 (Statistics)

A. 考試範圍 (Examination Scope) :

1. 單變量統計方法 Univariate Statistical Methods
2. 多變量統計方法 Multivariate Statistical Methods

B. 參考書籍 (Textbooks) :

1. Johnson, R. A. and Wichern, D. W. (2007), Applied Multivariate Statistical Analysis (6th ed.), Pearson Education International.
2. Kutner, M. H., Nachtsheim, C. J., Neter, J., and Li, W. (2005) Applied Linear Statistical Models (5th ed.), McGraw-Hill International Edition.

