Course: Special Topics in Behavior Sciences (EMBA)

Subject: This class is master level about business or management project/thesis conducting and writing, emphasizing on behavioral sciences at either personal or organizational level. The lectures are designed on the basis of case study approach. Based on the approach, the goal is to let students understand that MBA thesis writing is nothing but a practical project with solid theoretical and scientific data support. That is, other than having an interesting topic or observation of the real business, it also needs logical reasoning, support of academic theories, and data, either quantitative or qualitative, from the real business world.

Class format: As shown below, there are a total of 37 cases with 16 different topics. Among them, 31 are grouped into smaller cases for different learning purposes (Case 1 to Case 24 in the first 10 topics). They are chosen from the un-finished theses of the students. Every student in the class has to make contributions to complete the answer of these cases. The jobs of every student have been assigned in the following tables. Specifically,
(1) Each student has to present at least one topic.
(2) During each presentation, students are encouraged to response. Hopefully, each student can ask and answer at least once in each class. Student’s class participation will be counted as one of the final score.

Text:
1. Cases: 38 cases and 29 files can be retrieved from Moodle of this class.
2. SPSS handouts: theory explanation and SPSS manual for application; can also be retrieved from Moodle of this class.
3. Any books and papers that is related to your thesis.
4. Multivariate Data Analysis of Hair et al. is a good book for data analysis.
5. Only students registered for this class can get on the Moodle of this class.

Grade:
1. Presentation: Oral 30%; PPT 15%.
2. Final: Oral 15%; PPT 10%
3. Final proposal/thesis writing: 30%.

Class schedule:
1. Briefing on 2/27.
2. The first case discussion on 3/5:
   (1) 以 “老人服務事業之經營與管理”為例,討論質性分析(qualitative analysis)的 T/P/S.
   (2) 以 Case1 & Case 2A (Set 1) - A: Key Success Factors for Taiwan’s Medical Diagnosis Tour – The Perspective of Main Land Chinese Tourists. 爲例, 討論量化分析(quantitative analysis)的 Q.
3. The remaining case discussion schedule:

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T: Title; P: Problems; S: Structures/Key words; Q: Questionnaire/Factors/Variables; D: Data collection; A: Analysis; W/P: Writing/Presenting

- Summarization of the cases (2nd year students can also choose the following cases instead of their own thesis topics, if they prefer to do so):

**Set 1:**
1. Case 1: The Perspective of Main Land Chinese Tourists on Taiwan’s Medical Diagnosis Tour
2. Case 2-A: Key Success Factors for Taiwan’s Medical Diagnosis Tour – The Perspective of Main Land Chinese Tourists
3. Case 2-B: Key Success Factors for Taiwan’s Medical Diagnosis Tour – The Perspective of Main Land Chinese Tourists - Part B

**Set 2:**
4. Case 3: Mobile Phone Short Message Service (SMS) – A New Marketing Channel
5. Case 4: Effective Mobile Short Messages – Exploring the Types
6. Case 5: Examining the Effect of Mobile Short Message Advertising – A Brand Awareness Example by Activity Sponsoring
7. Case 6A: Examining the Effect of Mobile Short Message Advertising – A Connection to Users’ Purchase Behaviors – Part A
8. Case 6-B: Examining the Effect of Mobile Short Message Advertising – A Connection to Users’ Purchase Behaviors – Part B
Set 3:
9. Case 7: Morality or Illegal Free On-line Music – Building Framework
11. Case 8B: Morality or Illegal Free On-line Music – The Data Analysis Step

Set 4:
15. Case 11: The Effect of Spokesperson and Product Congruence – A Factorial Experiment

Set 5:

Set 6:
18. Case 14: Food Firm’s Product-harm Response and Consumer’s Reactions

Set 7:
23. Case 18B: Information Security – The Perspective Differences between Users and MIS Personnel

Set 8:
24. Case 19: Managerial Style, Corporate Cultures, and Employee’s Learning – A Case for High-tech Employees

Set 9:
27. Case 21: Career Continued Learning – Enhancing Careerist’s Implicit Belief and Self-efficacy for Management
28. Case 22A: Careerist’s Implicit Belief and Self-efficacy for Management – The Effects of Formal School Training or Others?
29. Case 22B: Careerist’s Implicit Belief and Self-efficacy for Management – The Effects of Formal School Training or Others?

Set 10:
30. Case 23: Exploring Key Success Factors in Different Organizational Life Cycles – A Practice by Case Study Approach
31. Case 24: Exploring KSFs in Different Stages of a Privatization – A Case Study of Three Privatized Government-Owned Enterprises in Taiwan

Set 11: Others:
32. 老年服務事業之經營與管理
33. Examining the effect of value appropriation in strategic alliance
34. 影響員工外派意願的因素探討 – 以中鋼集團為例
35. 影響平板電腦使用可能性之因素探討–延續科技接受模式觀點
36. 醫療器材消費者之購買決策要素研究–以牙科醫療器材業為例
37. 農業再造之危機與轉機–以行政院農業委員會農糧署為例