「線上服務管理論文研討」之課程大綱　2007//9/19

Seminar on On-Line Services Management

教學目標：

　　本課程的重點在介紹及研讀與資訊服務相關的論文，一方面教導學生研讀論文及學習如何書寫研究計畫書(proposal)與論文，另一方面針對一資訊服務的主題研讀一系列的相關論文，而資訊服務的主題包括：網際網路、電子商務、e-Learning 或知識管理等相關的管理主題、以及資訊科技與服務品質的相關主題等。

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論文結構：

1. 緒論(前言)
    1) 研究背景與動機
    2) 研究目的
2. 文獻探討
3. 研究方法
    1) 研究架構
    2) 變項定義與衡量
    3) 研究假設
    4) 研究抽樣與資料蒐集
    5) 資料分析方法
4. 資料分析與研究結果
5. 結論(與建議)
    1) 研究結論
    2) 研究貢獻
    3) 研究限制
    4) 後續研究之建議

6. 參考文獻

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