



課 綱 Course Outline  
國際企業學系碩士班一般組

中文課程名稱 Course Name in Chinese	統計方法與資料分析				
英文課程名稱 Course Name in English	Statistical Methods and Data Analysis				
科目代碼 Course Code	IB_53200	班 別 Degree	碩士班 Master's		
修別 Type	選修 Elective	學分數 Credit(s)	3.0	時 數 Hour(s)	3.0
先修課程 Prerequisite	無				
課程目標 Course Objectives					
<p>本課程介紹單變量統計線性模式，包括迴歸（regression）、變異數分析（ANOVA）和共變數分析（ANCOVA），讓學生對這些方法的觀念有正確的認識與瞭解。另亦讓學生熟悉統計套裝軟體SAS運用。期有助於同學在管理議題上之應用與分析，並培養進一步之研究的基礎。</p>					
系教育目標 Dept.'s Education Objectives					
1	<p>培養具國際企業知識之高階管理人才。 Build a foundation of international business knowledge to prepare students for being higher-level managers.</p>				
2	<p>培養具創新思維與創業能力之高階管理人才。 Build a foundation of innovation and entrepreneurship to prepare students for being higher-level managers.</p>				
3	<p>培養具服務業經營能力之高階管理人才。 Create a managerial ability in Service industry for advanced managers.</p>				
4	<p>培養在地經營理念之高階管理人才。 Offer a program with an emphasis on higher-level management philosophy responsive to the Taiwanese business context.</p>				
系專業能力 Basic Learning Outcomes				<p>課程目標與系專業能力相關性 Correlation between Course Objectives and Dept.'s Education Objectives</p>	

A	具備國際企業管理之進階知識與能力 Students will have advanced knowledge of international business.	○
B	具備多元邏輯思考、問題分析與解決之能力。 Students will be able to identify, analyze and solve business problems using logical and critical thinking.	●
C	具備領導、溝通協調與團隊合作之能力。 Students will be able to demonstrate effective leadership, communication, coordination and teamwork skills.	●
D	具備國際視野以及外語溝通的能力。 Students will be able to communicate in foreign languages and have an awareness on global and cultural diversity issues.	○
E	具備創新、創業之思維與能力。 To build a the concept and ability for innovation and entrepreneurship	
F	具備服務設計與產業分析之能力。 Students will be able to demonstrate the advanced abilities for service design and industry analysis.	
G	具備國際企業倫理之素養。 Students will be able to identify and understand the importance of ethical decision making for international business.	

圖示說明 Illustration : ● 高度相關 Highly correlated ○ 中度相關 Moderately correlated

#### 課程大綱

#### Course Outline

- 一、The Role of Statistical Methods and Data Analysis in Management
- 二、General Introduction to Statistical Package SAS
- 三、Fundamental Statistical Methods: A Review
- 四、Multiple Regression
- 五、Sequential and Partial Tests
- 六、Model Building
- 七、Multicollinearity
- 八、Ridge Regression and Principal Component Regression
- 九、The Dummy Variable Technique
- 十、Residual Analysis and Transformations

資源需求評估 (師資專長之聘任、儀器設備的配合 . . . 等)

Resources Required (e.g. qualifications and expertise, instrument and equipment, etc.)

#### 課程要求和教學方式之建議

#### Course Requirements and Suggested Teaching Methods

教師講授為主

#### 其他

#### Miscellaneous