



# 課 綱 Course Outline

## 觀光暨休閒遊憩學系學士班

中文課程名稱 Course Name in Chinese	資料分析處理				
英文課程名稱 Course Name in English	Data Analysis				
科目代碼 Course Code	TRLS20100	班 別 Degree	學士班 Bachelor' s		
修別 Type	學程 Program	學分數 Credit(s)	2.0	時 數 Hour(s)	2.0
先修課程 Prerequisite					
課程目標 Course Objectives					
使學生熟練統計套裝軟體SPSS之操作。 使學生熟練SPSS分析結果之解讀。 使學生熟練SPSS在運動與休閒領域實務及研究設計上之應用。					
系教育目標 Dept.'s Education Objectives					
1	培養具國際觀之觀光休憩專業人才 To Build a foundation of global perspective to prepare students for being managers on tourism, recreation and leisure industries.				
2	培養理論與本土實務兼備之觀光休憩人才 To Offer a program with an emphasis on management philosophy responsive to the Taiwanese business context for being managers on tourism, recreation and leisure industries.				
3	培養創新且優秀之觀光休憩人才 To Prepare students for being innovative and excellent managers on tourism, recreation and leisure industries.				
4	重視人格教育與培養服務精神 To Emphasis on personality education to develop services spirit.				
系專業能力 Basic Learning Outcomes				課程目標與系專業能力相關性 Correlation between Course Objectives and Dept.' s Education Objectives	
A	對觀光休閒遊憩產業有基本的認識 To Have a basic knowledge on tourism、recreation and leisure industries.				

B	具備邏輯思考、問題分析與解決的能力 Students will be able to identify, analyze and solve business problems with logical thinking.	●
C	具備領導、溝通協調與團隊合作的能力 Students will be able to demonstrate effective leadership, communication, coordination and teamwork skills.	○
D	培養國際視野以及外語專業的能力 Students will be able to communicate in foreign languages and have an awareness of the global and cultural diversity issues.	
E	善用資訊科技進行資訊蒐集、分析與統整 To Use of technology for information gathering, analysis and integration.	●
F	能了解觀光休憩相關政策與策略所需之專業能力 To Have professional abilities to appreciate tourism and leisure-related strategies and policies.	

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

課程大綱 Course Outline	
一、SPSS統計分析資料之準備（含資料蒐集、編碼）。 二、SPSS基本操作（含資料輸入、轉換、整合）。 三、SPSS統計分析操作：描述性統計、t-test、crosstable、ANOVA、regression。 四、SPSS報表輸出、解讀、報告撰寫。 五、各統計方法在觀光與休閒遊憩領域上之應用分析及實例練習。	
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.)	
電腦教室、SPSS軟體	
課程要求和教學方式之建議 Course Requirements and Suggested Teaching Methods	
課堂講授與演	
其他 Miscellaneous	