



課 綱 Course Outline
企業管理學系國際組

中文課程名稱 Course Name in Chinese	多變量分析				
英文課程名稱 Course Name in English	Multivariate Data Analysis				
科目代碼 Course Code	BM__M0480	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	應用統計分析				
課程目標 Course Objectives					
<p>本課程的主要目標是闡述多變量分析的種類與方法，培養學生運用多變量分析—統計分析工具在其研究領域中。</p> <p>The goal of this course is to illustrate the types and methods of multivariate data analysis in order to foster skill and knowledge of multivariate data analysis.</p>					
系教育目標 Dept.' s Education Objectives					
1	培養具國際觀之企業經理人。 Cultivating professional managers equipped with international perspective				
2	培養具資訊科技能力之專業經理人。 Cultivating professional managers equipped with IT management proficiency				
3	培養具人文素養之專業經理人。 Cultivating equipped with human culture professional managers				
4	培養理論與實務並重之專業經理人。 Cultivating business professionals with both theoretic expertise and practical experience				
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	具備企業管理理論的核心專業知識。 Core knowledge of theories related to business management				●
B	具備邏輯思考與企業經營管理問題解決的能力。 Capability of logical thinking and problem solving to business management				●

C	具備領導、溝通協調與團隊運作的能力。 Capability of leadership, communication, and collaboration	○
D	具備國際觀以及外語溝通的能力。 Global perspective and capability of communication in foreign languages	○
E	具備資訊科技之妥善運用能力，以培育企業經營之運籌帷幄。 Capability of IT applications for business operations	●
F	具備企業倫理以奠定經營觀念之認知與堅持。 Having recognition and persistence of business ethics	

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

課程大綱

Course Outline

1. Introduction	Chapter 1
2. Factor Analysis	Chapter 3
3. SEM: An Introduction	Chapter 11
4. Applications of SEM	Chapter 12
5. Midterm	
6. Multiple Discriminant Analysis	Chapter 7
7. Multivariate Analysis of Variance	Chapter 8
8. Cluster Analysis	Chapter 9
9. Final	
10. Presentation	

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.)

師資以具有統計專長的教授為主；授課所需儀器設備為NB，投影機、PC及SPSS，AMOS軟體。
Instructor should have the background of statistical specialty; NB, Overhead Projector, PC, SPSS, AMOS are required.

課程要求和教學方式之建議

Course Requirements and Suggested Teaching Methods

This course will be mainly held by lecture. Students are asked to present the international journal papers and fulfill the term project at the end of the semester. Term project are required for each group to perform the statistical analysis. Midterm and Final are required to let students analyze data from empirical studies.

其他

Miscellaneous

Hair, J. F. Jr., Black, W. C., Babin, B. J., and Anderson, R. E. (2010), Multivariate Data Analysis, 7th Ed., Prentice Hall.