



## 課 綱 Course Outline

### 管理學院數位行銷與服務創新國際學士班學士班

中文課程名稱 Course Name in Chinese	統計學(二)				
英文課程名稱 Course Name in English	Statistics(II)				
科目代碼 Course Code	DMSI20070	班 別 Degree	學士班 Bachelor's		
修別 Type	學程 Program	學分數 Credit(s)	3.0	時 數 Hour(s)	3.0
先修課程 Prerequisite	統計學(一)				
課程目標 Course Objectives					
Statistics is concerned with mathematical methods for collecting, summarizing, presenting, and analyzing data. This course introduces and explains the statistical methods and tools. Some mathematical techniques and empirical methods for the analysis and application of business data are concerned. Emphasis of this course is on the understanding and applications of statistical tests, type errors, the chi-square test, curve fitting, regression analysis, correlation analysis, analysis of variance, and non-parametric tests.					
系教育目標 Dept.'s Education Objectives					
1	培養結合理論與實務之數位行銷專業人才				
2	培養結合理論與實務之服務創新專業人才				
3	培養多元視野與跨領域整合能力之數位行銷及服務創新專業人才				
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	具備以資訊技術協助企業運作與商業管理之知識與應用能力				○
B	具備邏輯思考、問題分析與解決之能力				●
C	具備溝通協調與團隊合作之能力				○

D	具備創新思維之能力	○
E	具備國際視野及外語溝通之能力	○
圖示說明Illustration : ● 高度相關 Highly correlated ○ 中度相關 Moderately correlated		
課程大綱 Course Outline		
Statistical tests Regression analysis Chi-square test Correlation theory Analysis of variance Non-parametric tests Other statistical analysis		
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.)		
Projector Computer		
課程要求和教學方式之建議 Course Requirements and Suggested Teaching Methods		
Lecture Question and Answer Tests		
其他 Miscellaneous		