



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（一）				
英文課程名稱 Course Name in English	Statistics(I)				
科目代碼 Course Code	DMSI20060	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					
課程目標 Course Objectives					
Principles and applications of statistical methods, including central tendency, descriptive analysis of quantitative data, probability, inferential statistics involving one or more populations, and multiple linear regressions. Applications include economics, planning, market research, production/ operations, and decision theory.					
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		
1 Introduction to Course 2 Chapter 1 What is Statistics Chapter 2 Frequency distribution and Graphs 3 Chapter 2 Frequency distribution and Graphs Chapter 3 Numerical Measures 4 Chapter 3 Numerical Measures Chapter 4 Displaying and Exploring Data 5 Test I 6 Chapter 5 A Survey of Probability Concepts 7 Chapter 6 Discrete Probability Distributions Chapter 6 Continuous Probability Distributions 8 Chapter 7 Standard Score Transformation (Z score) and probability 9 Test II 10 Chapter 8 Sampling methods and the Central limit Theorem 11 Chapter 10 Hypothesis Testing (Z test) 12 Chapter 10 Hypothesis Testing (t test) 13 Test III 14 Chapter 9 Estimate Confidence Interval 15 Chapter 11 Two-Sample Tests of Hypothesis 16 Chapter 12 One-way ANOVA 17 Test IV 18 Flexibility		
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.)		
Classroom and its facilities		
課程要求和教學方式之建議 Course Requirements and Suggested Teaching Methods		
Lecture		
其他 Miscellaneous		
Statistical Techniques in Business & Economics, 18th ed. by Lind, Marchal & Wathen. McGraw-Hill Irwin (2021), ISBN10: 1260239470		