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②國玄東華大學

課 綱 Course Outline

中文課程名稱

管理學院數位行銷與服務創新國際學士班學士班

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	DMS120060	班 別 Degree			
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 e Objectives			
descriptive analysis involving one or mos	ications of statistica s of quantitative data re populations, and mu planning, market resea	a, probabilit ultiple linea	y, inferent r regressio	ial statistics ns. Application	ns
	•	、教月日保 ication Objec	tives		
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針	消及服務創新專	*業人才		
系專業能力 Basic Learning Outcomes				力相關性 Correlati between (Objective	Course es and Education
A 具備以資訊技術協	,助企業運作與商業管理之	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				

- 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