



課 綱 Course Outline

國際企業學系碩士班國際組

中文課程名稱 Course Name in Chinese	統計方法與資料分析				
英文課程名稱 Course Name in English	Statistical Methods and Data Analysis				
科目代碼 Course Code	IB_M0140	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					

課程目標
Course Objectives

This course aims to introduce statistical applications to students; therefore, students after taking this course are expected to be familiar with:

1. the choice of proper statistical methods;
2. the operations of statistical applications such as SPSS;
3. the complete procedures of analysis, and
4. the denotation of the results derived from applications.

系教育目標

Dept.'s Education Objectives

1	培養具國際企業知識之高階管理人才。 Build a foundation of international business knowledge to prepare students for being higher-level managers.
2	培養創新與傑出之高階管理人才。 Prepare students for being innovative and excellent higher-level managers.
3	培養優秀國際服務業高階管理人才。 Offer a program with an emphasis on proficiency in higher-level management of international service business.
4	培養在地經營理念之高階管理人才。 Offer a program with an emphasis on higher-level management philosophy responsive to the Taiwanese business context

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	具備國際企業管理之進階知識。 Students will have advanced knowledge of international business.	
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B	具備多元邏輯思考、問題分析與解決之能力。 Students will be able to identify, analyze and solve business problems using logical and critical thinking.	
C	具備領導、溝通協調與團隊合作之能力。 Students will be able to demonstrate effective leadership, communication, coordination and teamwork skills.	
D	具備國際視野以及外語溝通的能力。 Students will be able to communicate in foreign languages and have an awareness on global and cultural diversity issues.	
E	具備跨國企業進階經營管理之能力。 Students will be able to demonstrate the advanced managerial skills for international business.	
F	培養進階資訊科技運用之能力。 Students will be able to demonstrate proficiency in use of advanced information technology.	
G	培養國際企業倫理之素養。 Students will be able to identify and understand the importance of ethical decision making for international business.	

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

課程大綱 Course Outline	
1	Course orientation
2	Essentials of research methodology and SPSS overview
3	Basic statistics (descriptive statistics) in SPSS
4	Fundamental inference statistics: t-test and χ^2 test
5	Regression (1): fundamentals
6	Regression (2): linear regression (moderation & control)
7	Regression (3): logistic regression & dummy variables
8	Regression (4): nonlinear regression
9	Mid-term exam
10	One-way ANOVA and ANCOVA
11	Two-way ANOVA
12	MANOVA
13	Prediction & classification: Discriminate analysis
14	Data reduction: principal component & factor analysis
15	Case reduction: cluster analysis
16	Panel data analysis (LIMDEP)
17	Structural Equation Model (AMOS)
18	Final exam

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.)

A professor of quantitative specialties
Statistical software
Personal computers

課程要求和教學方式之建議 Course Requirements and Suggested Teaching Methods	
1.	lecture
2.	demonstration
3.	practice
4.	exams
5.	project

其他
Miscellaneous