



課 綱 Course Outline

國際企業學系碩士班一般組

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_53200	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	無				
課程目標 Course Objectives					
本課程介紹單變量統計線性模式，包括迴歸（regression）、變異數分析（ANOVA）和共變數分析（ANCOVA），讓學生對這些方法的觀念有正確的認識與瞭解。另亦讓學生熟悉統計套裝軟體SAS運用。期有助於同學在管理議題上之應用與分析，並培養進一步之研究的基礎。					
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	培養具創新思維與創業能力之高階管理人才。 Build a foundation of innovation and entrepreneurship to prepare students for being higher-level managers.				
3	培養具服務業經營能力之高階管理人才。 Create a managerial ability in Service industry for advanced managers.				
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與能力 Students will have advanced knowledge of international business.	○
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	具備創新、創業之思維與能力。 To build a the concept and ability for innovation and entrepreneurship	
F	具備服務設計與產業分析之能力。 Students will be able to demonstrate the advanced abilities for service design and industry analysis.	
G	具備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	
一、The Role of Statistical Methods and Data Analysis in Management 二、General Introduction to Statistical Package SAS 三、Fundamental Statistical Methods: A Review 四、Multiple Regression 五、Sequential and Partial Tests 六、Model Building 七、Multicollinearity 八、Ridge Regression and Principal Component Regression 九、The Dummy Variable Technique 十、Residual Analysis and Transformations	
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.)	
課程要求和教學方式之建議 Course Requirements and Suggested Teaching Methods	
教師講授為主	
其他 Miscellaneous	