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②图玄束華大學

教學計劃表 Syllabus

課程名稱(中文) Course Name in Chinese	企業管理講座			* ' ' ' '	學年/學期 Academic Year/Semester				
課程名稱(英文) Course Name in English	Topics on Business Management								
科目代碼 Course Code	BM6560Z	系級 Department & Year	碩專	開課單位 Course-Offering Department	企業管理學系				
修別 Type	選修 Elective	學分數/時 Credit(s)/Hou		;	3.0/3.0				
授課教師 Instructor	/褚志鵬/劉漢榆/池文海/陳淑玲/巫喜瑞/蔡裕源/陳建男/祝道松/陳筱華/黃郁文/陳雯 虹/張國義/楊國彬/彭玉樹/林金龍								
先修課程 Prerequisite	/								

課程描述 Course Description

This course covers various analytic skills for the needs of firm and product sales forecasting and related management strategies. Related topics will be discussed through cases associated with Growth Curves, Trend Extrapolation, Correlation Methods, Causal Method, Probabilistic Method, Combining Forecasts, Technological Forecasting, in Business Decisions.

The course provides an introduction to the concepts and analytic methods that are useful in understanding industrial and technological operations.

課程目標 Course Objectives

經營環境複雜多變,管理理論與應用日趨多元。管理觀念不會永遠有效,之所以發揮重 大影響力,在於當時能切合環境需要,解決社會面臨的迫切問題。本課程旨在透過本系 師資專長,引領學生掌握當前重要的管理議題與研究方法。

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

授課進度表 Teaching Schedule & Content

週次Week	內容 Subject/Topics	備註Remarks
1	Time Series Analysis (1): Moving Average & Exponential Smoothing Forecasting Methods	
2	Time Series Analysis (2): Regression Forecasting Methods	
3	Delphi Method & Panel	
4	Forecasting by Analogy	
5	Time Series Analysis (3): Using Trend & Seasonal Components in Forecasting Methods	
6	Time Series Analysis (4): Accuracy and Control of Forecasts	
7	Time Series Analysis (5): Practices with Real Case	
8	Time Series Analysis (6): Practices with Real Case	
9	Growth Curve	
10	Causal Models	
11	Probabilistic Method	
12	Practices with Real Cas	
13	Combining Forecasts	

Scenario Forecasts									
Practices with Real Case									
Forecasting for Development Planning									
教 学 策 略 Teaching Strategies									
✓ 課堂講授 Lecture ✓ 分組討論Group Discussion ● 參觀實習 Field Trip									
其他Miscellaneous:									
學期成績言	算及多元	評量方式	式 Gradi	ng & As	sessmen	ts			
Percentage	測驗 會考	関察	日 類 發表	專題 研究	創作 展演	老宗 評量	設 照 檢定	其他	
10%		~							
Exam 25%	~	~		~					
am 40%		~	~	~					
nd/or 10%		~							
15%		~							
評量方式補充說明									
Grading &	ASSESSIIIE	ents sup	prement	ai inst	ruction	.S			
教科書與參考書目(書名、作者、書局、代理商、說明)									
Textbook & Other References (Title, Author, Publisher, Agents, Remarks, etc.) Technological Foregoeting for Decision Making, 2005, Joseph Paul, Morting, Princeton Processing, 1985									
recimorogrear rorecasting for Decision making, 2000, Joseph Faur. Martino, Frinceton Fless.									
課程教材網址(教師個人網址請列在本校內之網址)									
Teaching Aids & Teacher's Website (Personal website can be listed here.)									
其他補充說明(Supplemental instructions)									
	ing for Developmen ing in Business Decay and Final Exam, Final Example 10% Percentage	ing for Development Planning in Business Decision 週 Final Exam, Find Project 教學策 e	ing for Development Planning ing in Business Decision 週 Final Exam, Find Project Preser 教學策略 Tele ② 分組討論Group us: 學期成績計算及多元評量方式 配分比例 Percentage 別職 實作 觀察 10%	ing for Development Planning ing in Business Decision 週 Final Exam, Find Project Presentation 教 學 策 略 Teaching S e ② 分組討論Group Discuss us: 學期成績計算及多元評量方式 Gradi 配分比例 Percentage	ing for Development Planning ing in Business Decision 現 Final Exam, Find Project Presentation 教 學 策 略 Teaching Strateg e	ing for Development Planning ing in Business Decision	ing for Development Planning ing in Business Decision 選 Final Exam, Find Project Presentation 教 學 策 略 Teaching Strategies e	ing for Development Planning ing in Business Decision 週 Final Exam, Find Project Presentation	