



## 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	101/1	
課程名稱(英文) Course Name in English	Topics on Business Management				
科目代碼 Course Code	BM_6560Z	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/時間 Credit(s)/Hour(s)	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					
<p>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.</p> <p>The course provides an introduction to the concepts and analytic methods that are useful in understanding industrial and technological operations.</p>					
課程目標 Course Objectives					
<p>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。</p>					
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				

14	Scenario Forecasts	
15	Practices with Real Case	
16	Forecasting for Development Planning	
17	Forecasting in Business Decision	
18	期末考試週 Final Exam, Find Project Presentation	

教學策略 Teaching Strategies

- 課堂講授 Lecture
  分組討論 Group Discussion
  參觀實習 Field Trip  
 其他 Miscellaneous:

學期成績計算及多元評量方式 Grading & Assessments

配分項目 Items	配分比例 Percentage	多元評量方式 Assessments							
		測驗 會考	實作 觀察	口頭 發表	專題 研究	創作 展演	卷宗 評量	證照 檢定	其他
平時成績 General Performance	10%		✓						
期中考成績 Midterm Exam	25%	✓	✓		✓				
期末考成績 Final Exam	40%		✓	✓	✓				
作業成績 Homework and/or Assignments	10%		✓						
其他 Miscellaneous (上課表現 )	15%		✓						

評量方式補充說明  
Grading & Assessments Supplemental instructions

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 Forecasting for Decision Making, 2005, Joseph Paul . Martino, Princeton Press.

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)