


**國立東華大學**  
**教學計劃表 Syllabus**

課程名稱(中文) Course Name in Chinese	應用統計分析			學年/學期 Academic Year/Semester	113/1
課程名稱(英文) Course Name in English	Applied Statistical Analysis				
科目代碼 Course Code	BM__M0170	系級 Department & Year	碩士	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	/池文海				
先修課程 Prerequisite					
課程描述 Course Description					
Enhance students' ability for the knowledge and understanding of statistical skill and application in the management domain.					
課程目標 Course Objectives					
Establish students' abilities for the knowledge and understanding of statistics and applications in the management domain.					
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	具備企業管理理論的核心專業知識。 Core knowledge of theories related to business management				●
B	具備邏輯思考與企業經營管理問題解決的能力。 Capability of logical thinking and problem solving to business management				●
C	具備領導、溝通協調與團隊運作的能力。 Capability of leadership, communication, and collaboration				○
D	具備國際觀以及外語溝通的能力。 Global perspective and capability of communication in foreign languages				●
E	具備資訊科技之妥善運用能力，以培育企業經營之運籌帷幄。 Capability of IT applications for business operations				●
F	具備企業倫理以奠定經營觀念之認知與堅持。 Having recognition and persistence of business ethics				○
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	Introduction				
2	Data and Statistics/Descriptive Statistics (Chapters 1 and 2)				
3	Descriptive Statistics: Numerical Measures (Chapter 3)				
4	Interval Estimation (Chapter 8)				
5	Hypothesis Testing (Chapter 9)				

6	Inferences about Means and Proportions with Two Populations (Chapter 10)	
7	Inferences about Population Variances (Chapter 11)	
8	Comparing Multiple Proportions, Test of Independence and Goodness of Fit (Chapter 12)	
9	期中考試週 Midterm Exam	
10	Experimental Design and Analysis of Variance (Chapter 13)	
11	Experimental Design and Analysis of Variance (Chapter 13)	
12	Simple Linear Regression (Chapter 14)	
13	Multiple Regression (Chapter 15)	
14	Regression Analysis: Model Building (Chapter 16)	
15	Mediation	
16	Moderation	
17	Moderation	
18	期末考試週 Final Exam	

#### 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:

#### 教學創新自評 Teaching Self-Evaluation

##### 創新教學(Innovative Teaching)

- ☒ 問題導向學習(PBL)
 ☐ 團體合作學習(TBL)
 ☒ 解決導向學習(SBL)
 ☒ 翻轉教室 Flipped Classroom
 ☐ 磨課師 Moocs

##### 社會責任(Social Responsibility)

- ☒ 在地實踐 Community Practice
 ☐ 產學合作 Industry-Academia Cooperation

##### 跨域合作(Transdisciplinary Projects)

- ☐ 跨界教學 Transdisciplinary Teaching
 ☒ 跨院系教學 Inter-collegiate Teaching

- ☐ 業師合授 Courses Co-taught with Industry Practitioners

其它 other:

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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									
期中考成績 Midterm Exam									
期末考成績 Final Exam									
作業成績 Homework and/or Assignments	100%								
其他 Miscellaneous (_____)									
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.) Camm, J. D., Cochran, J. J., Fry, M. J., Anderson, D. R., Sweeney, D. J. and Williams, T. A. (2024), Statistics for Business and Economics, 15th Ed., Metric Version, South-Western College Publishing, Cincinnati, Ohio. ISBN 986-0-35711448-3 Agent for Textbook: (04) 2708-8787									
課程教材網址(含線上教學資訊, 教師個人網址請列位於本校內之網址) Teaching Aids & Teacher's Website(Including online teaching information. Personal website can be listed here.) Design of Experiment (DOE) A <a href="https://www.youtube.com/watch?v=ie6zp2NkHdY">https://www.youtube.com/watch?v=ie6zp2NkHdY</a> <a href="https://www.youtube.com/watch?v=qNUWU3YhOFQ">https://www.youtube.com/watch?v=qNUWU3YhOFQ</a> <a href="https://www.youtube.com/watch?v=yuH35ottILU">https://www.youtube.com/watch?v=yuH35ottILU</a> <a href="https://www.youtube.com/watch?v=d3BgtJ7hNlc">https://www.youtube.com/watch?v=d3BgtJ7hNlc</a> <a href="http://www.jeremydawson.co.uk/2-way_with_binary_moderator.xls">http://www.jeremydawson.co.uk/2-way_with_binary_moderator.xls</a>									
其他補充說明 (Supplemental instructions)									