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# ②國玄東華大學

## 教學計劃表 Syllabus

課程名稱(中文) Course Name in Chinese	統計應用研究			學年/學期 Academic Year/Semester		113/1	
課程名稱(英文) Course Name in English	Seminar in Application of Statistics						
科目代碼 Course Code	BMD0080	系級 Department 博士 & Year		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	/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

講授線性統計模式與多變量分析,在線性統計模式中探討迴歸、變異數分析與實驗設計,在多變量分析中探討主成份分析,因素分析,區別分析,集群分析,多變量變異數分析與線性結構關係模式。使博士班學生瞭解進行實證分析時最常用的高等統計分析工具之理論與應用,並結合統計在套裝軟體SPSS的運用,期鄇學生能充份運用高等統計在其研究中。

		課程目標與系專業能 力相關性
	条專業能力	Correlation between
	Basic Learning Outcomes	Course Objectives and Dept.'s Education Objectives
A	具備企業管理相關理論與應用的知識Having knowledge of modern management theories and practices	•
В	具備邏輯推演、獨立思考與問題解決的能力Having capability of logical reasoning, independent thinking, and problem solving	•
С	具備學研產官重要議題與趨勢掌握的國際觀Having global perspective on key issues in academia, research, industry, and government	
D	具備專業與產業的倫理洞察力與堅持Having insights and persistence of professional and industry 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						
	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)						
	▼ 翻轉教室 Flipped Classroom						
社會責任(Social Responsibility)							
✓ 在地實踐Community Practice     產學合作 Industy-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:							

學期成績計算及多元評量方式 Grading & Assessments									
配分項目	多元評量方式 Assessments								
Items	配分比例 Percentage	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., Cocharn, 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

https://www.youtube.com/watch?v=ie6zp2NkHdY https://www.youtube.com/watch?v=qNUWU3Yh0FQ https://www.youtube.com/watch?v=yuH35ottILU https://www.youtube.com/watch?v=d3BgtJ7hNlc

http://www.jeremydawson.co.uk/2-way\_with\_binary\_moderator.xls

其他補充說明(Supplemental instructions)