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## ②图玄東華大學

| <b>国</b> 国 2 不幸八字  |                              |                            |                         |      |                                       |         |         |  |
|--|------------------------------|----------------------------|-------------------------|------|---------------------------------------|---------|---------|--|
|  | 教导                           | 學計劃表                       | Sy                      | 118  | abus                                  |         |         |  |
| 課程名稱(中文)<br>Course Name in Chinese                               | 應用統計分析                       |                            |                         |      | 學年/學期<br>Academic Year/Se             | 113/1   |         |  |
| 課程名稱(英文)<br>Course Name in English                               | Applied Statistical Analysis |                            |                         |      |                                       |         |         |  |
| 科目代碼<br>Course Code  | BM51500                      | 系級<br>Department<br>& Year | tment 碩士                |      | 開課單位<br>Course-Offering<br>Department | 企業管理學系  |         |  |
| 修別<br>Type   | 選修 Elective                  | 學分數/時/<br>Credit(s)/Hou    | 全分數/時間<br>it(s)/Hour(s) |      | 3                                     | 3.0/3.0 |         |  |
| 授課教師<br>Instructor   | /池文海                         |                            |                         |      |                                       |         |         |  |
| 先修課程<br>Prerequisite   |                              |                            |                         |      |                                       |         |         |  |
|  | 課                            | 程描述 Cours                  | e Desc                  | ript | ion                                   |         |         |  |
| 本課程的主要目標在闡述管理<br>的統計課程中,能有清晰的背<br>及其應用,增強研究生在商場<br>與分析報告與管理決策的依據 | 景知識,以作適<br>與研究領域所需           | 當的決策分析的                    | 依據。                     | 具體   | 豐教學目標為使研究                             | 生瞭解統訂   | 計學的理論基礎 |  |
|  | 課                            | 程目標 Cour                   | se Obj                  | ecti | ves                                   |         |         |  |
| 本課程的主要目標是闡述應用  | 統計分析的種類                      | 典方法,培養M                    | <br>BA學生3               | 運用   | 統計分                                   |         |         |  |

本課程的主要目標是闡述應用統計分析的種類與方法,培養MBA學生運用統計分析工具的能力,使其分析企業環境中有關統計問題,以擬定良好的企業決策。

|   | 系專業能力<br>Basic Learning Outcomes   | 課程目標與系專業能<br>力相關性<br>Correlation between<br>Course Objectives<br>and Dept.'s<br>Education<br>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                     | •   |
| В | 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 managemen | •   |
| С | 具備領導、溝通協調與團隊運作的能力Capability of leadership, communication, and collaboration                  | 0   |
| D | 具備國際觀以及外語溝通的能力Global perspective and capability of communication in foreign languages        | 0   |
| Е | 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                     | 0   |

## 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      | Mid-Autumn Festival   |           |
| 3      | Data and Statistics/Descriptive Statistics (Chapters 1 and 2) |           |
| 4      | Descriptive Statistics: Numerical Measures (Chapter 3)        |           |

| 5   | Interval Estimation (Chapter 8)   |  |  |  |  |  |
|---|---|--|--|--|--|--|
| 6   | Hypothesis Testing (Chapter 9)  |  |  |  |  |  |
| 7   | Inferences about Means and Proportions with Two Populations (Chapter 10)              |  |  |  |  |  |
| 8   | Inferences about Population Variances (Chapter 11)                                    |  |  |  |  |  |
| 9   | 期中考試週 Midterm Exam  |  |  |  |  |  |
| 10  | Comparing Multiple Proportions, Test of Independence and Goodness of Fit (Chapter 12) |  |  |  |  |  |
| 11  | Experimental Design and Analysis of Variance (Chapter 13)                             |  |  |  |  |  |
| 12  | Experimental Design and Analysis of Variance (Chapter 13)                             |  |  |  |  |  |
| 13  | Simple Linear Regression (Chapter 14)   |  |  |  |  |  |
| 14  | Simple Linear Regression (Chapter 14)Multiple Regression (Chapter 15)                 |  |  |  |  |  |
| 15  | Multiple Regression (Chapter 15)  |  |  |  |  |  |
| 16  | Regression Analysis: Model Building (Chapter 16)Mediation and Moderation              |  |  |  |  |  |
| 17  | Mediation and 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) W 解決導向學習(SBL)                         |   |  |  |  |  |  |
| 翻轉教室 Flipped Classroom  |   |  |  |  |  |  |
| 社會責任(Social Responsibility)                                       |   |  |  |  |  |  |
| ✓ 在地實踐Community Practice  |   |  |  |  |  |  |
| 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 othe   | 其它 other:   |  |  |  |  |  |

|                                     | 學期成績計算             | 草及多元               | 評量方式     | ₹ Gradi  | ng & As  | sessmen  | ts       |          |    |  |
|-------------------------------------|--------------------|--------------------|----------|----------|----------|----------|----------|----------|----|--|
| 配分項目                                | 配分比例<br>Percentage | 多元評量方式 Assessments |          |          |          |          |          |          |    |  |
| Items                               |                    | 測驗<br>會考           | 實作<br>觀察 | 口頭<br>發表 | 專題<br>研究 | 創作<br>展演 | 卷宗<br>評量 | 證照<br>檢定 | 其他 |  |
| 平時成績 General<br>Performance         |                    |                    |          |          |          |          |          |          |    |  |
| 期中考成績 Midterm Exam                  |                    |                    |          |          |          |          |          |          |    |  |
| 期末考成績 Final Exam                    |                    |                    |          |          |          |          |          |          |    |  |
| 作業成績 Homework and/or<br>Assignments | 100%               |                    |          |          |          |          |          |          |    |  |
| 其他 Miscellaneous                    |                    |                    |          |          |          |          |          |          |    |  |

評量方式補充說明

Grading & Assessments Supplemental instructions

本課程上課主要以課堂講授與助教帶研究生操作SPSS統計軟體方式進行,研究生課前的預習是絕對且必要的。本課程會提供課本習題數據給研究生讓其以每位同學組成,課本習題是以個人的形式評分。

## 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

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.)

| 其他補充說明 | (Supplemental | instructions) | ) |
|--------|---------------|---------------|---|
|--------|---------------|---------------|---|