



## 教學計劃表 Syllabus

課程名稱(中文) Course Name in Chinese	管理統計學		學年/學期 Academic Year/Semester	113/2	
課程名稱(英文) Course Name in English	Management Statistics				
科目代碼 Course Code	MSF_10350	系級 Department & Year	學三	開課單位 Course-Offering Department	管理科學與財金國際學士學位學程
修別 Type	學程 Program	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	/*統計學(二)				
課程描述 Course Description					
Enhance students' abilities for the knowledge and understanding of statistical skill and application in the management domain.					
課程目標 Course Objectives					
Enhance students' ability for the knowledge and understanding of statistical skill and application in the management domain.					
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	Descriptive Statistics			Chapter 2	
3	Descriptive Statistics: Numerical Measures Chapter			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	Project Presentation	
18	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:

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	50%								
其他 Miscellaneous (Term Project)	50%								

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.

滄海書局代理(04) 27088787

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.)

1. Design of Experiment (DOE) ANOVA

<https://www.youtube.com/watch?v=ie6zp2NkHdY>

<https://www.youtube.com/watch?v=qNUWU3YhOFQ>

<https://www.youtube.com/watch?v=yuH35ottILU>

2. Simple Regression

<https://www.youtube.com/watch?v=0AGLdgUtIJg>

<https://www.youtube.com/watch?v=VEQPX6d-EQw>

[https://www.youtube.com/watch?v=e6yLXpsxK\\_4](https://www.youtube.com/watch?v=e6yLXpsxK_4)

[https://www.youtube.com/watch?v=LPoy\\_dfuTFU](https://www.youtube.com/watch?v=LPoy_dfuTFU)

3. Multiple Regression

[https://www.youtube.com/watch?v=0N4Q8zZi\\_jcI](https://www.youtube.com/watch?v=0N4Q8zZi_jcI)

<https://www.youtube.com/watch?v=IWYENu0kCYE>

[https://www.youtube.com/watch?v=oi\\_oWh\\_4d78](https://www.youtube.com/watch?v=oi_oWh_4d78)

<https://www.youtube.com/watch?v=1UtYadNLV3s&t=15s>

<https://www.youtube.com/watch?v=pIgu01HwRkk>

<https://www.youtube.com/watch?v=UiJ4G3rL1XA>

Multiple Regression using Dummy Coding of Multi-Categorical Predictors in SPSS

<https://www.youtube.com/watch?v=PVYCpeRMvp8>

4. Multi-collinearity

<https://www.youtube.com/watch?v=Ybzc3AB1E-E&t=83s>

[https://www.youtube.com/watch?v=Z\\_03ZPvM1fM&t=43s](https://www.youtube.com/watch?v=Z_03ZPvM1fM&t=43s)

<https://www.youtube.com/watch?v=U8Ldpisthso>

<https://www.youtube.com/watch?v=Cba9LJ91S8s>

<https://www.youtube.com/watch?v=pZhm1GMn2GY>

<https://www.youtube.com/watch?v=Ybzc3AB1E-E>

[https://www.youtube.com/watch?v=Z\\_03ZPvM1fM](https://www.youtube.com/watch?v=Z_03ZPvM1fM)

<https://www.youtube.com/watch?v=pZs0n6wnGSo>

<https://www.youtube.com/watch?v=Ybzc3AB1E-E>

#### 5. Hierarchical Multiple Regression

<https://www.youtube.com/watch?v=RyDteu6E7HY>

<https://www.youtube.com/watch?v=xgA8qY63dX0>

<https://www.youtube.com/watch?v=pkM4nXvP5Bo&t=242s>

<https://www.youtube.com/watch?v=VHOLF6tyMVC&t=2s>

[https://www.youtube.com/watch?v=\\_usDT1lr9cQ&t=3s](https://www.youtube.com/watch?v=_usDT1lr9cQ&t=3s)

<https://www.youtube.com/watch?v=YxPRN4nG07w&t=24s>

<https://www.youtube.com/watch?v=pkM4nXvP5Bo&t=232s> (part 1)

<https://www.youtube.com/watch?v=VHOLF6tyMVC> (part 2)

[https://www.youtube.com/watch?v=\\_usDT1lr9cQ](https://www.youtube.com/watch?v=_usDT1lr9cQ) (part 3)

<https://www.youtube.com/watch?v=YxPRN4nG07w> (part 4)

#### 6. Curvilinear Regression - SPSS

<https://www.youtube.com/watch?v=HtzE-HmAcwk> (part 1)

[https://www.youtube.com/watch?v=6TL4qp5Jt\\_k](https://www.youtube.com/watch?v=6TL4qp5Jt_k) (part 2)

<https://www.youtube.com/watch?v=Q8buA3-bxRs&t=23s> (part 3)

<https://www.youtube.com/watch?v=NYHwxnvVu2Y> (part 4)

<https://www.youtube.com/watch?v=zcjM5eDcy6M> (part 5)

#### 7. Spotlight Regression

<https://www.youtube.com/watch?v=Ymxqa874qB4&t=204s>

<https://www.youtube.com/watch?v=e-IcyjVCm9o&t=33s>

<https://www.youtube.com/watch?v=Ymxqa874qB4&t=471s>

#### 8. Mean Center

<https://www.youtube.com/watch?v=kYQrBWXLL4k&t=22s>

<https://www.youtube.com/watch?v=gr8-8LD3bKo&t=363s>

[https://www.youtube.com/watch?v=FYjuu9\\_5oMQ](https://www.youtube.com/watch?v=FYjuu9_5oMQ)

<https://www.youtube.com/watch?v=gr8-8LD3bKo&t=47s>

<https://www.youtube.com/watch?v=yk1Uq1VHjpy&t=70s>

#### 9. Interaction - SPSS

<https://www.youtube.com/watch?v=l3Aoikhaxtg> (part 1)

<https://www.youtube.com/watch?v=aeT8MkG3bx8> (part 2)

<https://www.youtube.com/watch?v=aVV7KnAr-qY> (part 3)

<https://www.youtube.com/watch?v=vYsjJpyrHFc> (part 4)

<https://www.youtube.com/watch?v=Sd0rkPn7d8Y&t=15s> (part 5)

#### 10. Mediation/Moderation

[https://www.youtube.com/watch?v=WZr1j1Ki\\_s0](https://www.youtube.com/watch?v=WZr1j1Ki_s0)

<https://www.youtube.com/watch?v=NmqdpCTTxEw>

<https://www.youtube.com/watch?v=RqkGMqDU20Q>

#### 11. Moderation

<https://www.youtube.com/watch?v=sj2XWfZaxek> (Categorical Moderator)

<https://www.youtube.com/watch?v=y10gMSoJ7Nc&t=11s> (Categorical Moderator)

<https://www.youtube.com/watch?v=MCGy5psVc9o> (Categorical Moderator)

<https://www.youtube.com/watch?v=7KCuumQmsxk> (Categorical Moderator)

<https://www.youtube.com/watch?v=zACzya0pyyw> (AMOS)

[https://www.youtube.com/watch?v=Q\\_3xD2h9La0&t=270s](https://www.youtube.com/watch?v=Q_3xD2h9La0&t=270s)

#### 其他補充說明 (Supplemental instructions)

1. Office: Management Building C417

2. Office Hour: 12:00~14:00 pm (Thursday)

3. Telephone: 8903022

4. E-Mail: whchih@gms.ndhu.edu.tw