



## 教學計劃表 Syllabus

課程名稱(中文) Course Name in Chinese	統計方法與資料分析		學年/學期 Academic Year/Semester	114/2
課程名稱(英文) Course Name in English	Statistical Methods and Data Analysis			
科目代碼 Course Code	IB_M0140	系級 Department & Year	碩士	開課單位 Course-Offering Department
國際企業學系				
修別 Type	選修 Elective	學分數/時間 Credit(s)/Hour(s)	3.0/3.0	
授課教師 Instructor	/玗公明			
先修課程 Prerequisite				

### 課程描述 Course Description

This course emphasizes the application of statistical methods to business decision-making through hands-on data analysis and student presentations. Students will learn how to process, analyze, and interpret data to address managerial issues, while developing a solid understanding of core statistical concepts and their practical applications. The course provides hands-on experience using Excel and the statistical software (e.g., JASP) to prepare, analyze, and interpret data. By the end of the course, students should be able to independently analyze a given data set and clearly interpret statistical results to support data-driven managerial decisions.

### 課程目標 Course Objectives

This course aims to introduce statistical applications to students; therefore, students after taking this course are expected to be familiar with:

1. the choice of proper statistical methods;
2. the operations of statistical applications such as SPSS;
3. the complete procedures of analysis, and
4. the denotation of the results derived from applications.

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	Week 1 (2/27): Peace Memorial Day (Holiday) - [NO CLASS - NO CLASS - NO CLASS]	The schedule and content for each week are subject to change to meet the needs of the class.
2	Week 2 (3/06): Course overview	The schedule and content for each week are subject to change to meet the needs of the class.
3	Week 3 (3/13): Descriptive statistics & JASP software introduction	The schedule and content for each week are subject to change to meet the needs of the class.
4	Week 4 (3/20): Variables, Measurement, Scale, & Univariate Data Analysis	The schedule and content for each week are subject to change to meet the needs of the class.

5	Week 5 (3/27): T-test(s)	The schedule and content for each week are subject to change to meet the needs of the class.
6	Week 6 (4/03): Spring Break - [NO CLASS - NO CLASS - NO CLASS]	The schedule and content for each week are subject to change to meet the needs of the class.
7	Week 7 (4/10): Experimental design & ANOVA	The schedule and content for each week are subject to change to meet the needs of the class.
8	Week 8 (4/17): Pearson' s correlation, simple regression	The schedule and content for each week are subject to change to meet the needs of the class.
9	Week 9 (4/24): Multiple regression, survey design, survey tools	The schedule and content for each week are subject to change to meet the needs of the class.
10	Week 10 (5/01): Labour Day - [NO CLASS - NO CLASS - NO CLASS]	The schedule and content for each week are subject to change to meet the needs of the class.
11	Week 11 (5/08): Midterm Exam	The schedule and content for each week are subject to change to meet the needs of the class.
12	Week 12 (5/15): Logistics regression	The schedule and content for each week are subject to change to meet the needs of the class.
13	Week 13 (5/22): Mediation analysis, moderation analysis	The schedule and content for each week are subject to change to meet the needs of the class.
14	Week 14 (5/29): Sample selection, data collection platforms	The schedule and content for each week are subject to change to meet the needs of the class.
15	Week 15 (6/05): Preprocessing data, handling missing values, & transforming raw data into insights	The schedule and content for each week are subject to change to meet the needs of the class.
16	Week 16 (6/12): Final Exam	The schedule and content for each week are subject to change to meet the needs of the class.

17	Week 17 (6/19): Dragon Boat Festival - [NO CLASS - NO CLASS - NO CLASS]	The schedule and content for each week are subject to change to meet the needs of the class.
18	Week 18 (6/26): Supplementary Teaching (Flexible)	The schedule and content for each week are subject to change to meet the needs of the class.

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(含出缺席) General Performance (Attendance Record)	10%		✓						
期中考成績 Midterm Exam	30%	✓	✓						
期末考成績 Final Exam	40%	✓	✓	✓					
作業成績 Homework and/or Assignments	10%	✓	✓						
其他 Miscellaneous (In-class Activities)	10%	✓	✓				✓		

評量方式補充說明

Grading & Assessments Supplemental instructions

The grading and assessment policies are subject to change meet the needs of the class.

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.)

- Thomas Cleff (2020). Applied Statistics and Multivariate Data Analysis for Business and Economics: A Modern Approach Using SPSS, Stata, and Excel. Springer Cham. <https://doi.org/10.1007/978-3-030-17767-6> (Free download when connected to the university' s Wi-Fi).
- 胡昌亞、楊文芬、游琇婷、黃瑞傑、鄭瑩妮、王豫萱、陳燕諭、黃敦群、陳怡靜、林義挺、范思美、黃柏憫、李怡青 (2024) , 用JASP完成論文分析與寫作 (完整版) 。五南。
- Sreejesh, S., Mohapatra, S., Anusree, M.R. (2014). Binary Logistic Regression. In: Business Research Methods. Springer, Cham. [https://doi.org/10.1007/978-3-319-00539-3\\_11](https://doi.org/10.1007/978-3-319-00539-3_11) (Free download).

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)

Academic Policy & Other Guidelines:

- Any form of academic dishonesty (e.g., cheating, misrepresentation, plagiarism) will lead to a failing grade. Always properly cite and acknowledge all sources to avoid unintentional plagiarism. This course does not tolerate academic dishonesty.
- An absence of more than two weeks (regardless of the reason) will negatively impact your final grade and may lead to failure in the course. If you expect an unavoidable absence, please notify me in advance.
- Absence in the first week of the course (the introduction/overview week) will also be counted as a normal absence.
- Punctuality is essential, as being late disrupts the learning environment for others. Attendance will be recorded during the first half hour and through cold-calls.
- At the end of the semester, if your grade is on the borderline between two levels, your attendance, in-class participation, and overall performance during the semester will be key factors in determining your final grade.
- While you may use ChatGPT for English editing and proofreading, avoid relying on it to construct your reasoning. Developing your own thoughts and rationale is a critical skill in this business environment. If you use ChatGPT for assistance, always double-check its output and acknowledge its contribution where applicable.
- The instructor is available to support students with disabilities. If you need assistance, please don't hesitate to reach out to me.
- If you have any questions, feel free to ask.
- I aim to create an open and harmonious learning environment. Please be respectful, kind, and cooperative with your classmates and instructor. Let's work together to make this course enjoyable!