

南臺科技大學 107 學年度第 1 學期課程資訊

課程代碼	NOM01601
課程中文名稱	統計方法
課程英文名稱	Statistical Methods
學分數	3.0
必選修	必修
開課班級	碩商管國際一甲
任課教師	顏慧
上課教室(時間)	週五第 2 節(L309) 週五第 3 節(L309) 週五第 4 節(L309)
課程時數	3
實習時數	0
授課語言 1	英語
授課語言 2	
輔導考照 1	
輔導考照 2	
課程概述	<p>This course is the first part of a sequence of statistical data analysis courses: “Basic Statistical Data Analytic Methods”, and “Advanced Statistical Data Analytic Methods”. Materials covered in the sequence consist of “univariate” statistical methods, and “multivariate” statistical methods. These courses are to help students, primarily from business and social sciences, learn the application of the basic and advanced data analytic techniques. We will emphasize the concept of every given technique and its use, and will help students learn to interpret the resulting output obtained from the widely used statistical packages: SPSS(Statistical Package for Social Sciences), and AMOS(Analysis of moment structures).</p> <p>The application of each statistical method in solving managerial problem will be demonstrated by examples. Exercises are then given for practices in class; students will be asked to interpret analysis results in group discussions.</p>
先修科目或預備能力	Elementary Statistics
課程學習目標與核心能力之對應	
中文課程大綱	<p>Course Objectives :</p> <p>After finishing this course, students are expected to be able to</p> <ol style="list-style-type: none"> 1. understand the classification of types of statistical methods and their usages in data analysis,

	<p>2.identify the appropriate statistical method when encountering a managerial problem, and learn to use it correctly,</p> <p>3.recognize the importance of applying statistical methods correctly and rigorously,</p> <p>4.transfer the data into information and to develop managerial decisions,</p> <p>5.analyze managerial data in practice using statistical methods,</p> <p>6.apply SPSS on statistical data analysis and to interpret its output properly,</p> <p>7.Present data analysis results in a way that decision makers who don't know statistics can also understand.</p>
英/日文課程大綱	<p>1. Introduction</p> <p>(1) Types of Measurement Scales</p> <p>(2) Types of Data</p> <p>(3) Classification of Data Analytic Methods</p> <p>2. Hypothesis Testing</p> <p>3. Assumptions Checking</p> <p>(1) Homogeneity</p> <p>(2) Normality</p> <p>4. Analysis of Variance (ANOVA)</p> <p>5. Correlation Analysis</p> <p>6. Regression Analysis</p> <p>7. Chi-Square Tests of Independence</p> <p>8. Analysis of Data for Multiple Choices</p> <p>9. Exploratory Factor Analysis (EFA)</p> <p>10. Reliability and Validity Analysis</p>
課程進度表	
教學方式與評量方法	
指定用書	
參考書籍	
教學軟體	
課程規範	