

朝陽科技大學 093學年度第1學期教學大綱  
Statistics of Recreation Studies 遊憩統計學

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|--------|--|--------------------|---|
| 當期課號   | 7060   | Course Number      | 7060  |
| 授課教師   | 黃章展  | Instructor         | HUANG,CHANG CHAN  |
| 中文課名   | 遊憩統計學  | Course Name        | Statistics of Recreation Studies  |
| 開課單位   | 建築及都市設計研究所碩士班一A  | Department         |   |
| 修習別    | 選修   | Required/Elective  | Elective  |
| 學分數    | 3  | Credits            | 3   |
| 課程目標   | <p>本課程針對有興趣從事遊憩研究之學生，介紹相關量化研究知識與統計分析能力之養成而設計，主要內容介紹有關遊憩量化研究之應用統計方法、程序。教學目標為：</p> <p>1.使學生瞭解統計學與多變量統計在觀光遊憩事業實務與研究上之應用。<br/>2.使學生瞭解使用社會科學統計套裝軟體（SPSS）進行多變量統計分析暨分析結果解讀。</p> | Objectives         | <p>This course will introduce quantitative research and statistics analysis in recreation professional. To help graduate students develop ability of research. Upon the end of the class, students are expected to know:</p> <p>1.how to apply the multivariate statistical techniques to the study and practice of the tourism, recreation, and leisure industry;<br/>2.how to utilize SPSS to conduct multivariate statistical analyses</p> |
| 教材     |  | Teaching Materials |   |
| 成績評量方式 | <p>期中考 30%<br/>期末考 30%<br/>平常成績 15%<br/>期末報告 25%</p>   | Grading            | <p>HW 15%, midterm 30%, final 30%, final report 25%</p>   |
| 教師網頁   | -  |                    |   |
| 教學內容   | <p>講授論文分析之基本統計方法，包括相關分析、交叉分析、變異數分析、迴歸分析等方法，讓學生瞭解並具有撰寫論文之統計分析能力。</p>  | Syllabus           | <p>This course will discuss the basic quantitative methods for students used in their thesis. The subjectives will include forecasting methods, regression, econometrics, correlation analysis, crosstabulation analysis, ANOVA, princomple components analysis and factor analysis.</p>  |

尊重智慧財產權，請勿非法影印。