朝陽科技大學 093學年度第2學期教學大綱
Business Forecasting 商情預測

當期課號	3130	Course Number	3130
授課教師	林嵩麟	Instructor	,
中文課名	商情預測	Course Name	Business Forecasting
開課單位	企業管理系(四進)三A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	本課程旨在訓練學生具有商情的辨識、資料的收集、預測方法的選擇、套裝軟體的使用、解釋及說明其預測結果等能力。	Objectives	The course provides students to have the skills which include the ability to recognize opportunities, collect data, choice appropriate forecasting methods, use the package, and communicate and implement the results.
教材	商情預測-理論架購與實務運作 周文賢、陳錦滄 著 華泰書局	Teaching Materials	
成績評量方式	平常成績 40%，期中考 30%，期末考 30%	Grading	Test& Report 40%; Mid-Term Exam.30%; Final Exam. 30%
教師網頁			
教學內容	商情預測可分爲長期之產品與服務預測,以及短期存貨與人力預測.本課程是要提供管理者必須要認知之預測技術.	Syllabus	There are two uses to forecasts.One is long-range plans about the types of products and services to offer . The other is Short-range plans involve inventory and force levels. This course offer managers must be knowledgeable about the kinds of forecasting techniques available.

尊重智慧財產權，請勿非法影印。