

朝陽科技大學 093學年度第2學期教學大綱
Quantitative Methodology (1) 數量方法(一)

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| 當期課號 | 7689 | Course Number | 7689 |
| 授課教師 | 朱瑞淵 | Instructor | CHU,JUI YUAN |
| 中文課名 | 數量方法(一) | Course Name | Quantitative Methodology (1) |
| 開課單位 | 休閒事業管理系碩士在職專班一A | Department | |
| 修習別 | 必修 | Required/Elective | Required |
| 學分數 | 3 | Credits | 3 |
| 課程目標 | 講授論文分析之基本數量方法，包括相關分析、交叉分析、變異數分析、多變量分析、迴歸分析、時間數列等方法，讓學生瞭解並具有撰寫論文之數量分析能力。 | Objectives | This course will discuss the basic quantitative methods for students used in their thesis. The subjectives will include forecasting methods, time series, regression, econometrics, correlation analysis, crosstabulation analysis, ANOVA, princomplete components analysis and factor analysis. |
| 教材 | Frechtling Douglas C., "Forecasting Tourism Demand-method and strategies", Butterworth-Heinemann, 2001. Delurgio Stephen A., "Forecasting Principles and Applications", McGraw-Hill, 1998. 蔡建樹譯，"計量經濟學"，台灣西書，1999。 Johnson, "Applied Multivariate Methods for Data Analysts", Duxbury Press, 1998. | Teaching Materials | |
| 成績評量方式 | 期中考 30% 期末考 40% 平常成績 15% 期末報告 15% | Grading | HW 15%, midterm 30%, final 40%, final report 15% |
| 教師網頁 | - | | |
| 教學內容 | 講授論文分析之基本數量方法，包括相關分析、交叉分析、變異數分析、迴歸分析、時間數列等方法，讓學生瞭解並具有撰寫論文之數量分析能力。 | Syllabus | This course will discuss the basic quantitative methods for students used in their thesis. The subjectives will include forecasting methods, time series, regression, econometrics, correlation analysis, crosstabulation analysis, ANOVA, princomplete components analysis and factor analysis. |

尊重智慧財產權，請勿非法影印。