# 朝陽科技大學 094學年度第2學期教學大綱
# Business Forecasting 商情預測

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| 當期課號 | 1118 | Course Number | 1118 |
| 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(四日)二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 | 1.課堂教授與討論<br>2.報告 | Teaching Materials | 1.lectures plus discuss<br>2.reports |
| 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.<br>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。