# 朝陽科技大學 094學年度第2學期教學大綱
# Business Statistics 商用統計學

| | | | |
|---|---|---|---|
| 當期課號 | 3072 | Course Number | 3072 |
| 授課教師 | 張志榮 | Instructor | CHANG,JYH RONG |
| 中文課名 | 商用統計學 | Course Name | Business Statistics |
| 開課單位 | 企業管理系(二進)三A | Department | |
| 修習別 | 必修 | Required/Elective | Required |
| 學分數 | 3 | Credits | 3 |
| 課程目標 | 本課程主要在使學生熟悉統計基本概念.原理及計巧,使其能對相關資料作組織,彙整,衡量並根據資料所得的結果加以評估及推論以幫助吾人作決策 | Objectives | The purpose of this course is to acquaint the students with the statistical concepts,fundamentals, and techniques needed to organize, measure,and evaluate data that may then be used to support people to make better decisions in the face of uncertainty |
| 教材 | 教材:商用統計學 江建良著 高立圖書有限公司<br>參考書:1.統計學-觀念.理論與方法 Statistics-Concepts,Theory and Methods 賀力行等著 前程出版<br>2.基本統計學 林惠玲 陳正倉合著 雙葉書廊 2004年<br>3.統計學 陳建勝等著 智高書局 2002年 | Teaching Materials | |
| 成績評量方式 | 期中考-30% 期末考-40% 上課出席,參與狀況及平時考-30% | Grading | Mid-term Exam.-30% Final Exam.-40% Presence.Participation,and Quiz-30% |
| 教師網頁 | | | |
| 教學內容 | 本課程主要在使學生熟悉統計基本概念.原理及計巧,使其能對相關資料作組織,彙整,衡量並根據資料所得的結果加以評估及推論以幫助吾人作決策.主要內容:1.統計學的意義及應用 2.資料的類型 3.機率論 4.集中量數及離中量數的計算與應用 5.常用的間斷及連續的機率分配模型 6.抽樣與抽樣分配 7.統計估計 8.統計假設檢定 9.卡方檢定 10.相關分析與迴歸分析 | Syllabus | The purpose of this course is to acquaint the students with the statistical concepts,fundamentals, and techniques needed to organize, measure,and evaluate data that may then be used to support people to make better decisions in the face of uncertainty. Topics include: 1. The meaning and application of statistics 2. Type of data 3. Basic principle of probability 4. Introduction and meaning of descriptive statistics 5.Discrete and Continuous Prob. Distribution 6. Sampling and sampling distribution 7. Estimation 8. Tests of hypothesis 9. Chi-square tests 10.Correlation analysis and regression analysis |

尊重智慧財產權，請勿非法影印。