朝陽科技大學 096學年度第2學期教學大綱
Quantitative Methodology (1) 數量方法(一)

當期課號	7619	Course Number	7619
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 forcasting methods, time series, regression, econometrics, correlation analysis, crosstabulation analysis, ANOVA, princomple components analysis and factor analysis.
教材	邱皓政，量化研究法（二） 統計原理與分析技術 Frechtling Douglas C. ,"Forecasting Tourism Demand-method and strategies",Butterworth-Heinemann,2001	Teaching Materials	Chiu, H. C. ,“Quantitative Research Methods : Statistical Principles and Analytic Techniques” Frechtling Douglas C. ,"Forecasting Tourism Demand-method and strategies",Butterworth-Heinemann,2001
成績評量方式	期中考 30% 期末考 30% 平常成績 20% 期末報告 20%	Grading	HW 20%, midterm 30%, final exam 30%, final report 20%
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 forcasting methods, time series, regression, econometrics, correlation analysis, crosstabulation analysis, ANOVA, princomple components analysis and factor analysis.

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