# 朝陽科技大學 097學年度第1學期教學大綱
# Data collection and software application 資料收集與軟體應用

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| 當期課號 | 1563 | Course Number | 1563 |
| 授課教師 | 陳博舜 | Instructor | CHEN,PO SHUN |
| 中文課名 | 資料收集與軟體應用 | Course Name | Data collection and software application |
| 開課單位 | 行銷與流通管理系(四日)一A | Department | |
| 修習別 | 必修 | Required/Elective | Required |
| 學分數 | 3 | Credits | 3 |
| 課程目標 | 本課程主要讓學生在行銷與流通管理領域的商業模式環境中，學習如何收集與應用學術與產業資料庫、重要圖書館藏、期刊搜尋以及相關資料資源，也從基礎商業軟體的實例演練與進階商業軟體的認識學習且以考取TQC EXCEL 2007 專業級證照爲目標。 | Objectives | This curriculum mainly makes the student experience marketing and logistics business model environment of managing the realm and learn how to collect and take advantage of academic and industrial database, important library hide and journal resources. Students learn from the solid example of business software practice and advanced business software of understanding learning and aim to get TQC Excel 2007 licence of level 3. |
| 教材 | 1.朝陽科技大學圖書館<br>2.資料庫<br>國家科學委員會資料庫<br>國家圖書館博碩士論文資料庫<br>ABI英文論文資料庫<br>3.書籍<br>鄭苑鳳(2007)，Office 2007應用實務(附光碟)，學貫行銷股份有限公司。<br>陳耀茂(2006)，意見調查&資料處理SPSS使用手冊，鼎茂圖書出版股份有限公司。<br>4.產業實務個案 | Teaching Materials | 1.CYCU library<br>2.Database<br>National science committee database<br>Master's thesis database of National Central Library<br>ABI English thesis database<br>3.Book<br>Chang Yun Fun (2007), the Office 2007 application (attach a CD), XBOOK MARKETING Co. Ltd.<br>The Wu's clear Long, the hall of gold(2005), SPSS and covariance apply analysis, five south book companies.<br>4.Industry actual situation individual case |
| 成績評量方式 | 平時報告20%<br>期中考試30%<br>期末簡報口試20%<br>期末書面報告20%<br>出席與平時表現10% | Grading | Class report 20%<br>Mid-term exam 30%<br>Final oral report 20%<br>Final paper report 20%<br>Participation 10% |
| 教師網頁 | | | |
| 教學內容 | 在整體學習過程的鋪陳爲<br>1.課程介紹與上課資料準備及分組<br>2.Office Words介面基本介紹<br>3.Office Words功能介紹與實例演練<br>4.Office Words的實例報告與說明<br>5.Office Excel介面基本介紹<br>6.Office Excel功能介紹與實例演練<br>7.Office Excel的實例報告與說明<br>8.Office PowerPoint介面基本介紹<br>9.Office PowerPoint功能介紹與實例演練<br>10.Office PowerPoint的實例報告與說明<br>11.Office access介面基本介紹<br>12.Office access功能介紹與實例演練<br>13.Office access的實例報告與說明<br>14.SPSS介面基本介紹<br>15.SPSS功能介紹與實例演練<br>16.SPSS的實例報告與說明<br>17.簡報基本禮儀、表現技巧與實務 | Syllabus | 1.The curriculum introduces and has a class data preparation and cent set<br>2.The interface of Office Words is basic to introduce<br>3.The Office Words function introduces with solid the example practice<br>4.The solid example of Office Words reports and explains<br>5.The interface of Office Excel is basic to introduce<br>6.The Office Excel function introduces with solid the example practice<br>7.The solid example of Office Excel reports and explains<br>8.The interface of Office PowerPoint is basic to introduce<br>9.The Office PowerPoint function introduces with solid the example practice<br>10.The solid example of Office |

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| | 案例實作 | | PowerPoint reports and explains<br>11.The interface of Office Access is basic to introduce<br>12.The Office Access function introduces with solid the example practice<br>13.The solid example of Office Access reports and explains<br>14. SPSS the interface is basic to introduce<br>15. SPSS function introduces with solid the example practice<br>16. The solid example with SPSS reports and explains<br>17.The briefing basic rite, performance technique and actual situation case make actually |

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