

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

當期課號	3299	Course Number	3299
授課教師	賴建坤	Instructor	LAI,CHIEN KUN
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(四進)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 專業級證照為目標。	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 2.網路資料庫 全國博碩士論文資訊網 全球華文行銷知識庫 3.書籍 鄭苑鳳(2007), Office 2007輕鬆快樂學(附光碟), 博碩文化股份有限公司。 4.實務個案	Teaching Materials	1.CYCU library 2.Net Database Electronic Theses and Dissertations System www.cyberone.tw 3.Book Chang Yun Fun (2007), the Office 2007 easy happy learning(attach a CD), DrMaster Co. Ltd. 4.Actual situation individual case
成績評量方式	平常報告與表現30% 期中考試30% 期末報告40%	Grading	Class report and Performance 30% Mid-term exam 30% Final report 40%
教師網頁	-		
教學內容	1.課程介紹與上課資料準備及分組 2.Windows作業系統簡介 3.MS Office WORD介紹 4.MS Office WORD實例演練 5. MS Office WORD報告 6. MS Office Excel介紹 7. MS Office Excel實例演練 8. MS Office Excel報告 9. MS Office PowerPoint介紹 10. MS Office PowerPoint實例演練 11. MS Office PowerPoint報告 12.與學習相關之智慧財產權介紹 13.心智圖法介紹與實例說明 14.簡報技巧實務演練	Syllabus	1. The Introduction of Curriculum, the class data preparation and cent set 2. The Introduction of Windows Operation System. 3. The Introduction of MS Office WORD 4. The Practice of MS Office WORD with Solid Examples 5. The Reports of MS Office WORD 6. The Introduction of MS Office EXCEL 7. The Practice of MS Office EXCEL with Solid Examples 8. The Reports of MS Office EXCEL 9. The Introduction of MS Office PowerPoint 10. The Practice of MS Office PowerPoint with Solid Examples 11. The Reports of MS Office PowerPoint 12. The Introduction of Intellectual Property Rights related to Data Collection and Software Application 13. The Introduction of Mindmapping with Solid Examples 14. The Practice of Presentation Skill with Solid Examples