朝陽科技大學 097學年度第2學期教學大綱
Bussiness Forecasting and Analysis 商情預測與分析

當期課號	7588	Course Number	7588
授課教師		Instructor	
中文課名	商情預測與分析	Course Name	Bussiness Forecasting and Analysis
開課單位	企業管理系碩士在職專班二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. 商情預測-理論架購與實務運作 周文賢、陳錦滄 著 華泰書局 2. Business Forecasting J. Holton-Barry Keating John Galt Solutions, Inc.	Teaching Materials	Business Forecasting J. Holton-Barry Keating John Galt Solutions, Inc.
成績評量方式	平時成績(30%)、期中報告(30%)、期末報告(40%)	Grading	Homeworks(30%), Midterm Report(30%) and Final Report(40%)
教師網頁			
教學內容	商情預測是企業擬定經營方向不可或缺的必備工具，本課程旨在訓練學生能從商情的辨識、資料的收集、預測方法的選擇、套裝軟體的使用、預測的執行到決策的擬定等工作中，學習作整體的思考並增進統合運作的能力。	Syllabus	The course provides students with the information they must have and skills they must acquire in order to sharpen their managerial performance and advance their careers.

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