

朝陽科技大學 098學年度第1學期教學大綱  
Multivariate Analysis 多變量分析

當期課號	7049	Course Number	7049
授課教師	胡天鐘	Instructor	HWU,TIAN JONG
中文課名	多變量分析	Course Name	Multivariate Analysis
開課單位	企業管理系碩士班二A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	本課程主要係透過較溫和的統計教導方式而排除學生所畏懼之數學推導方式來介紹商學領域常用的多變量分析技術，主要是強調各種資料分析技術使用的時機及統計套裝軟體的使用及其結果的說明。	Objectives	This course is to make statistics a "kinder and gentler" subject by introducing students to the various multivariate techniques used in businesses without intimidating them with mathematical derivations. The main emphasis is on when to use the various data analytic techniques and how to interpret the resulting output obtained from the most widely used statistical packages.
教材	1. 多變量分析 第四版 2005 作者:陳順宇 (華泰書局) 2. Applied Multivariate Statistical Analysis (6th edition), Prentice Hall 2007 作者: Johnson and Wichern	Teaching Materials	1. 多變量分析 第四版 2005 作者:陳順宇 (華泰書局) 2. Applied Multivariate Statistical Analysis (6th edition), Prentice Hall 2007 作者: Johnson and Wichern
成績評量方式	期中考(30%)、期末報告(35%)、平常成績(35%)	Grading	Midterm exam.(30%) Term report (35%) The rest of grades(35%) will be based on homeworks and quizzes. Grades are based on performance. No curves planned Performance standard: Excellent $\geq 90$ Better $\geq 80$ Good $\geq 70$ Ordinary $\geq 60$ fail $< 60$
教師網頁	-		
教學內容	多變量資料之判定、主成份分析、因素分析、多變量變異數分析、區別分析、集群分析、測量之信度與效度分析	Syllabus	Multivariate Data, Principle Analysis, Factor Analysis, Multivariate Analysis of Variance, Discriminant Analysis, Cluster Analysis, Reliability and Validity Analysis

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