朝陽科技大學 098學年度第2學期教學大綱
Business Calculus 商用微積分

當期課號	3365	Course Number	3365
授課教師	楊浩偉	Instructor	
中文課名	商用微積分	Course Name	Business Calculus
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	1. 具備邏輯推理之思考與解決行銷與流通管理問題能力 2. 建立數理基礎並應用在行銷與流通管理專業領域 3. 訓練邏輯思考與解題技巧之能力 4. 統計、數理基礎與電腦使用能力並應用在行銷、流通與連鎖企業管理領域	Objectives	1. To have the logical reasoning thinking and problem solving ability applying in Marketing and Logistics Management (Skill) 2. To establish the mathematical foundation and then apply in Marketing and Logistics Management professional field (Knowledge) 3. To train the logical reasoning thinking and problem solving ability (Skill) 4. To obtain the statistics, mathematical foundation, and computer-used ability to be able to apply in marketing, logistics, and chain enterprises management domain (Core Competency)
教材	開學第一節課宣佈。	Teaching Materials	To Be Announced.
成績評量方式	期中考: 25 % 期末考: 25 % 平時考核: 50 %	Grading	Mid Term Exam: 25 % Final Term Exam: 25 % General Evaluation: 50 %
教師網頁			
教學內容	1. 具備邏輯推理之思考與解決行銷與流通管理問題能力【技能】 2. 建立數理基礎並應用在行銷與流通管理專業領域【知識】 3. 訓練邏輯思考與解題技巧之能力【技能】 4. 統計、數理基礎與電腦使用能力並應用在行銷、流通與連鎖企業管理領域【核心能力】	Syllabus	1. To have the logical reasoning thinking and problem solving ability applying in Marketing and Logistics Management (Skill) 2. To establish the mathematical foundation and then apply in Marketing and Logistics Management professional field (Knowledge) 3. To train the logical reasoning thinking and problem solving ability (Skill) 4. To obtain the statistics, mathematical foundation, and computer-used ability to be able to apply in marketing, logistics, and chain enterprises management domain (Core Competency)

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