朝陽科技大學 098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	7047	Course Number	7047
授課教師	胡天鐘	Instructor	HWU,TIAN JONG
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	商情預測 作者:謝明琪 出版者:國立空中大學	Teaching Materials	Business Forecasting
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 quizs. Grades are based on performance. No curves planned Performance standard: Excellent ≧ 90 Better ≧80 Good ≧ 70 Ordinary ≧ 60 fail < 60
教師網頁			
教學內容	1.商情預測導論 2.預測理論的基礎 3.德菲法 4.市場研究法 5.經驗法 6.計量經濟模型法 7.投入產出模型法 8.經濟景氣指標法 9.移動平均法 10.指數平滑法 11.時間數列分析(含ARIMA預測法) 12.個案分析與討論	Syllabus	1.Introduction to business forecasting 2.Basic theory of forecasting 3.Delphi method 4.Methods of market research 5.Experience Rule 6.Econometric Models 7.Input-Output Model 8.Monitoring indicators 9.Moving Average Method 10.Exponential Smoothing Method 11.Time Series Analysis(ARIMA models) 12.Case study

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