

朝陽科技大學 099學年度第1學期教學大綱  
Statistics 統計學

當期課號	3256	Course Number	3256
授課教師	陳文國	Instructor	CHEN,WEN KUO
中文課名	統計學	Course Name	Statistics
開課單位	行銷與流通管理系(四進)二A	Department	
修習別	必修	Required/Elective	Required
學分數	3	Credits	3
課程目標	1.能探討統計分析方法在行銷研究上之應用 2.熟悉統計學理論基礎與統計實務應用 3.具備資料蒐集、統計整理與電腦分析能力 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.Understanding the concepts of statistics and applying them in marketing research. 2.Understanding the fundamentals and applications of statistics 3.To have the skills of collecting data, data extraction, and statistical analysis methods by computers. 5.To train students to have the basic skills of statistics, mathematics, and using computers and to apply the skills to marketing, distribution, and Chain Enterprises.
教材	林惠玲、陳正倉著，應用統計學 第四版，2009年，雙葉出版社	Teaching Materials	林惠玲、陳正倉著，Applied Statistics 4th, 2009, 雙葉出版社
成績評量方式	1. 出席率 10% 2. 期中考 30% 3. 期末考 40% 4. 期末報告 20%	Grading	1. participation 10% 2. midterm exam 30% 3. final exam 40% 4. final project 20%
教師網頁	-		
教學內容	本課程有兩項目的，一項目的為希望能培養學生清楚的辨識統計數字背後所代表的涵義，不會輕易的被數字表面涵義所誤導；另一項目的希望能教導學生了解基本的統計學觀念，如抽樣觀念、變異數分析、相關分析等，並透過實際的統計分析經驗讓學生能於日後自行運用統計學的觀念解決其實際所面臨的問題。	Syllabus	This course has two objectives. First, it trains students to understand what the meanings of the survey data. Second, it is to give students a conceptual introduction to the field of statistics, including sampling, ANOVA analysis, and regression analysis and its many applications. In addition, students can use statistical skills to solve the problems which they meet.

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