朝陽科技大學 099學年度第2學期教學大綱
Statistics 統計學

當期課號	1433	**Course Number**	1433
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(四日)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. 作業 10% 4. 期末報告 50%	**Grading**	1. Attendance (10%) 2. Mid exam (30%) 3. Assignment (10%) 4. Final Group Project (50%)
教師網頁			
教學內容	本課程旨在使學生熟悉統計基本概念、原理及技巧,使其能對相關資料作組織、彙整、衡量並根據資料所得的結果加以評估及推論以幫助吾人作決策,一學年課程包括1. 統計學的意義與應用 2. 資料的類型 3. 機率的基本概念 4. 敘述統計的種類、計算與應用5.常用的機率分配模型 6. 抽樣分配與其應用 7. 估計的觀念與介紹 8. 假設檢定的介紹與其應用9.卡方檢定 10. 變異數分析 11.相關與簡單線性迴歸分析。	**Syllabus**	The purpose of this course is to acquaint the students with the statistical concepts, fundamentals and techniques needed to organize, measure and evaluate data that may then be used to support people to make better decisions in the face of uncertainty. Topics include:1. The meaning and application of statistics 2. Type of data 3. Basic principle of probability 4. Introduction of descriptive statistics and its applications5.Discrete and continuous probability 6. Sampling distribution and its application 7. Introduction and concept of estimation 8. Hypothesis testing 9.Chi-square testing 10.Analysis of variance 11.Correlation and simple linear regression analysis

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