

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	3244	Course Number	3244
授課教師	張庭彰	Instructor	CHANG,TIN CHANG
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B	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	統計學－商業與管理的應用 陳建勝、呂兆文、陳美菁、朱瑞淵、呂明哲 合著 智高文化出版社	Teaching Materials	Statistics: Applications in Business & Management
成績評量方式	上課態度(含課堂表現及出席)(20%)、四次考試(80%)	Grading	Attendance(20%), exams(80%)
教師網頁	-		
教學內容	1. 統計學的意義與應用 2. 資料的判定 3. 敘述統計的種類、介紹與應用 4. 機率的基本概念 5. 常用間斷與連續機率分配 6. 抽樣分配與其應用	Syllabus	1. The meaning and application of statistics 2. Type of data 3. Introduction and meaning of descriptive statistics 4. Basic principle of probability 5. Discrete and continuous probability distributions. 6. Sampling distribution and its application

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