## 0981學期 課程基本資料

<table>
<thead>
<tr>
<th>系所 / 年級</th>
<th>經管系 1年級</th>
<th>課號 / 班別</th>
<th>82U00032 / C</th>
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</thead>
<tbody>
<tr>
<td>學分數</td>
<td>3學分</td>
<td>選 / 必修</td>
<td>必修</td>
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<tr>
<td>科目中文名稱</td>
<td>統計學</td>
<td>科目英文名稱</td>
<td>Statistics</td>
</tr>
<tr>
<td>主要授課老師</td>
<td>張少樑</td>
<td>開課期間</td>
<td>一學年之學期</td>
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<td>人數上限</td>
<td>60人</td>
<td>已選人數</td>
<td>7人</td>
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### 起始週 / 結束週 / 上課地點 / 上課時間

<table>
<thead>
<tr>
<th>週期</th>
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<th>上課地點</th>
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<tbody>
<tr>
<td>07</td>
<td>第1週 / 第18週 / M311 / 星期2第05節</td>
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</tr>
<tr>
<td>06</td>
<td>第1週 / 第18週 / M311 / 星期2第06節</td>
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請各位同學遵守智慧財產權觀念：請勿非法影印。

## 教學綱要

### 一、教學目標 (Objective)

Statistics allow researchers to collect information, or data, from a large number of people and then summarize their typical experience. On the other hand, statistics are powerful tools that help people understand interesting phenomena. However, statistics courses often contain a lot of technical information that can be intimidating to non-statisticians. The purpose of this course is therefore to provide short, simple descriptions and explanations of a number of statistics that might be useful for MBA students in their researches and the pursuit of career.

### 二、先修科目 (Pre Course)

none

### 三、教材內容 (Outline)


### 四、教學方式 (Teaching Method)

There are twelve sections in this course. Each section is organized into three parts. In the first part, a brief description of the statistic will be given by the instructor, including what the statistic is used for and what information it provides. The second part includes an example in which the statistic is used and interpreted. Finally, an exercise will be conducted by using easy-to-use statistical software like SPSS. A short case with a set of data will be dispatched for exercising purpose.

8. Using and interpreting statistics : a practical text for the health, behavioral, and social sciences,
2009/9/15  Course Outline
2009/9/22  Measures of Central Tendency
2009/9/29  Measures of Variability
2009/10/6  The Normal Distribution
2009/10/13 Standardization and z Scores
2009/10/20 Standard Errors
2009/10/27 Statistical Significance and Effect Size
2009/11/3  Exercise(1)
2009/11/10 Exercise(2)
2009/11/17 Mid-term Exam
2009/11/24 Correlation
2009/12/1  t Tests
2009/12/8  One-Way Analysis of Variance
2009/12/15 Factorial Analysis of Variance
2009/12/22 Repeated-Measures Analysis of Variance
2009/12/29 Regression
2010/1/5  Exercise(3)
2010/1/12 Final Exam

七、評量方式 (Evaluation)
1. Mid-term Exam (20%) 2. Final Exam (20%) 3. Assignments (60%)

八、講義地址 (http://)

九、教育目標