

[重新查詢](#)[友善列印](#)**0981學期 課程基本資料**

系所 / 年級	經管系 1年級	課號 / 班別	82U00032 / C
學分數	3學分	選 / 必修	必修
科目中文名稱	統計學	科目英文名稱	Statistics
主要授課老師	張少樑	開課期間	一學年之上學期
人數上限	60 人	已選人數	7人

起始週 / 結束週 / 上課地點 / 上課時間

第1週 / 第18週 / M311 / 星期2第07節
第1週 / 第18週 / M311 / 星期2第05節
第1週 / 第18週 / M311 / 星期2第06節

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)	Elementary statistics in social research, Levin, Jack,/Fox, James Alan., Pearson Allyn and Bacon, 2006.
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. 1.Using SPSS for social statistics and research methods, Wagner, William E., Pine Forge Press, 2007. 2.Statistics for research : with a guide to SPSS, Argyrous, George,/Argyrous, George, SAGE Publications., 2005. 3.Discovering statistics using SPSS : (and sex, drugs and rock 'n' roll), Field, Andy P., Sage Publications, 2005.
五、參考書目(Reference)	4.SPSS for intermediate statistics :use and interpretation, Leech, Nancy L/Barrett, Karen Caplovitz/Morgan, George A., Lawrence Erlbaum, 2005. 5FOUNDATIONS of behavioral statistics :an insight-based approach, Thompson, Bruce, Guilford Press, 2006. 6.Statistics for people who (think they) hate statistics, Salkind, Neil J., SAGE Publications., 2005. 7.Statistics :a gentle introduction, Coolidge, Frederick L., SAGE Publications., 2006. 8.Using and interpreting statistics :a practical text for the health, behavioral, and social sciences,

	2009/9/15	Course Outline	張少樑
	2009/9/22	Measures of Central Tendency	張少樑
	2009/9/29	Measures of Variability	張少樑
	2009/10/6	The Normal Distribution	張少樑
	2009/10/13	Standardization and z Scores	張少樑
	2009/10/20	Standard Errors	張少樑
	2009/10/27	Statistical Significance and Effect Size	張少樑
	2009/11/3	Exercise(1)	張少樑
六、教學進度(Syllabi)	2009/11/10	Exercise(2)	張少樑
	2009/11/17	Mid-term Exam	張少樑
	2009/11/24	Correlation	張少樑
	2009/12/1	t Tests	張少樑
	2009/12/8	One-Way Analysis of Variance	張少樑
	2009/12/15	Factorial Analysis of Variance	張少樑
	2009/12/22	Repeated-Measures Analysis of Variance	張少樑
	2009/12/29	Regression	張少樑
	2010/1/5	Exercise(3)	張少樑
	2010/1/12	Final Exam	張少樑

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

八、講義位址(<http://>)

九、教育目標

重新查詢