

98-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	管理數量方法	Serial No. / ID	1967 / IBR5071
Dept.	國際企業管理學系碩士班	School System / Class	研究所碩士班2年1班
Lecturer	吳孟玲	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	Yes
Time / Place	(三)34N / J119	Language	Chinese

Introduction
This course is an introduction to qualitative methods. Emphasis will be focused on statistical reasoning and data analysis. The main topics are t-test, analysis of variance, multiple regression, reliability, and factor analysis. Students will be required to use computer software packages (e.g., SPSS, AMOS, HLM) to exam various research problems.

Outline
1.Basic Concepts 2.Data entry in SPSS 3.How to read and present papers 4.SPSS (t-test; ANOVA) 5.SPSS (Regression; Factor Analysis; Reliability Analysis) 6.SPSS (Regression- Nonlinear, Moderating, and Mediating) 7.SPSS (Factor Analysis; Reliability Analysis) 8.AMOS (validity) 9. AMOS (validity) 10.AMOS (SEM) 11. HLM

Prerequisite
NA