

**Kainan University**  
**Department of International Business**  
(Fall/Spring) Spring Semester 96 Year Course Syllabus

Course Code No.	Course Title	Instructor	Subject	Level of Course
1220M0160	<b>Chinese:</b> 多變量分析	Yuanchin Chen	<input type="checkbox"/> <b>required</b> <input checked="" type="checkbox"/> <b>elective</b>	Year: Master 1st Class(AorB):
	<b>English:</b> Multivariate Analysis	<b>e-mail/phone ext:</b> <u>ycchen@mail.knu.edu.tw</u> 6152	<b>Credits: 3</b>	
<b>Teaching Goals and Content</b>	This course will introduce common multivariate analysis methods applied in management with a systematical structure and lead students applying these methods in their researches. We'll discuss the basic theories, applied fields, and analyzing procedures of multivariate methods. Being intended to take a mainly applied approach to this course, we will try to understand how the methods work (using a little mathematics where necessary). But our major aim is to apply the methods to data.			
<b>Teaching Methods</b>	<input checked="" type="checkbox"/> <b>lectures</b> <input checked="" type="checkbox"/> <b>practical training</b> <input type="checkbox"/> <b>discussion</b> <input checked="" type="checkbox"/> <b>question-and-answer</b> <input type="checkbox"/> <b>other (details _____)</b>			
<b>Grading and Evaluation Criteria</b>	<b>Midterm: 20%                      final: 30%                      class participation: 10%</b> <b>Other: 40% (details: There would be two oral presentations for each student.)</b>			
<b>Textbooks</b>	<b>(author, title, edition, publisher, place of publication, year of publication, pages covered)</b> James Lattin et al., <u>Analyzing Multivariate Data</u> , Thomson, 2003 Subhash Sharma, <u>Applied Multivariate Techniques</u> , 1996, 滄海代理 林師模、陳苑欽, <u>多變量分析:管理上的應用</u> , 2003, 雙葉			
<b>Course Description (including outline and course schedule):</b>				
1. Research Method & Statistics Review (4 weeks) 2. MANOVA (1 week) 3. Regression analysis (1 week) 4. Logistic regression analysis (1 week) 5. Principal component analysis (2 weeks) 6. Factor analysis (2 weeks) 7. Discriminant analysis (1 week) 8. Cluster analysis (1 week) 9. Canonical correlation analysis (1 week) 10. Linear structural relationship, LISREL (1 week) 11. Measurement reliability and validity (1 week)				
<b>Instructions:</b> Teachers should fill out this form before the semester begins. After it has been verified by the curriculum committee, the original should be given to the office of curriculum planning and a copy to the head of the department to which the course belongs. In addition, the teacher should explain this syllabus to students at the beginning of a semester.				

**國企系謝雅惠**  
主任

signature of the convener of the curriculum committee

*Yuanchin Chen*

signature of the teacher

課務組郭惠姍  
辦事員

課務組  
57.3.4  
收文章