National Tsing Hua University
College of Technology Management
Course Syllabus

科號 Course Number	EMD 8002	學分 Credit	3	人數限制 Size of Limit	30
中文名稱 Course Title	數據經營管理				
英文名稱 Course English Title	Critical Numbers for Decision-Making				
任課教師 Instructor	林世昌 (Eric S. Lin)				
教師聯絡方式 Contact Information	slin@mx.nthu.edu.tw				
上課時間 Time	S8S9	上課教室 Room		TSMC building	
先修科目 Prerequisite(s)	無				

本課程對應之學習目標與核心能力 Aligned Learning Goals and Learning Objectives

Graduates will demonstrate their abilities to identify and evaluate ethical issues in business decisions, probable outcomes and effects on stakeholders.

(a). Students will identify and analyze ethical issues facing management problems.

(b). Students will formulate an argument about an ethical issue from multiple perspectives.

(c). Students will learn how to apply critical numbers for decision making.

課程目標 Course Objectives

This course aims to introduce basic economics concepts in particular how to recover the causal relationship. Learning economic theory and empirical methods is able to make a quality decision making in a company. Taking this course, EMBA students would:

- Learn how to interpret the economics data and human behavior
- Cultivate the ability to supervise or conduct a business issue
- If possible, apply the concept and methodology to evaluate a certain business policy

課程說明 Course Description

課程內容包含：
- Basic economics concepts of management
- Economics data and decision
- Cases disentangling causal relationship
- Big data and decision making

指定用書 Textbooks

- My own lecture notes

參考書籍 References

無

教學方式 Teaching Approach
Lecturing, discussion, group or individual report/assignment

評分標準 Grading
Attendance and participation: 40% Assignment: 60%

教學進度 Course Schedule
Day 1: Introduction, Economics thinking for decision Day 2: Empirical application of business issues Day 3: Cases of causal inferences Day 4: How to deal with business decision using big data?

課程相關連接 Course Related Links
None