

Course Information	
Course title	Traveler Behavior Analysis
Semester	114-2
Designated for	COLLEGE OF ENGINEERING DEPARTMENT OF CIVIL ENGINEERING
Instructor	YU-TING HSU
Curriculum Number	CIE5104
Curriculum Identity Number	521EU8850
Class	
Credits	3.0
Full/Half Yr.	Half
Required/ Elective	Elective
Time	Tuesday 2,3,4(9:10~12:10)
Remarks	Restriction: within this department (including students taking minor and dual degree program) The upper limit of the number of students: 20.
Course introduction video	
Table of Core Capabilities and Curriculum Planning	Association has not been established
Course Syllabus	
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Course Description	This course will discuss traveler behavior within and relative to transportation systems. One major focus is to read behavioral patterns from data using a variety of econometric tools and understand the relevant theories and mathematics. This course will also explore the cognitive process for travel decision-making at the level of psychological analysis, ultimately seeking to derive its implications in the planning, design, and operation of a transportation system.

	This course is highly discussion-oriented. Class participation is strongly recommended and required.	
Course Objective	Traveler behavior is the fundamental issue for analyze the performance of a transportation system. Through this course, students will learn the econometric approaches to develop behavior models describing how travelers may behave within a transportation system and how they may evaluate the associated transportation services. Such capability involves the basic understanding of how people behave within transportation systems and relative to their characteristics, principles of questionnaire design, and the mathematic and statistic properties of different models. This course also aims to explore the psychology and cognitive process in travelers’ minds, which enables more detailed and more precise interpretation of traveler behavior. Further, students will be trained to think, to analyze and to criticize existing problems and models during in-class discussion and presentation, which can help them build the proficiency to face future challenges.	
Course Requirement	Integrity, professionalism, and engagement	
Student Workload (Expected weekly study hours before and/or after class)		
Office Hours		
Designated reading		
References	1. Discrete Choice Analysis (1985). Moshe Ben-Akiva and Steven R. Lerman; MIT Press. 2. Discrete Choice Methods with Simulation, 2nd Edition (2009). Kenneth Train; Cambridge University Press.	
Grading	1. NTU has not set an upper limit on the percentage of A+ grades. 2. NTU uses a letter grade system for assessment. The grade percentage ranges and the single-subject grade conversion table in the NATIONAL TAIWAN UNIVERSITY Regulations Governing Academic Grading are for reference only. Instructors may adjust the percentage ranges according to the grade definitions. For more information, see the Assessment for Learning Section .	
Progress		
Week	Date	Topic
No data		

