

Tamkang University Academic Year 102, 2nd Semester Course Syllabus

Course Title	STATISTICS	Instructor	HUANG, YUNG-KUEI
Course Class	TPVXB1A DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT, 1A	Details	<ul style="list-style-type: none"> ◆ Required ◆ One Semester ◆ 3 Credits
D e p a r t m e n t a l A i m o f E d u c a t i o n			
To develop talented managers with international competitive advantage in the tourism industry.			
D e p a r t m e n t a l c o r e c o m p e t e n c e s			
<ul style="list-style-type: none"> A. Ability to analyze and solve problems. B. Ability to communicate in English. C. Proper service and work attitude. D. Tourism management knowledge. E. Tourism management skills. 			
Course Introduction	<p>The objective of this course is to provide the students with the essential and fundamental concepts of elementary statistics. This course will focus on understanding and applying statistical concepts and techniques to a wide selection of real problems and on interpreting and communicating the results of a statistical analysis. It emphasizes that statistics is used as a tool in decision-making in areas of management sciences.</p>		

The Relevance among Teaching Objectives, Objective Levels and Departmental core competences

I. Objective Levels (select applicable ones) :

- (i) Cognitive Domain : C1-Remembering, C2-Understanding, C3-Applying,
C4-Analyzing, C5-Evaluating, C6-Creating
- (ii) Psychomotor Domain : P1-Imitation, P2-Mechanism, P3-Independent Operation,
P4-Linked Operation, P5-Automation, P6-Origination
- (iii) Affective Domain : A1-Receiving, A2-Responding, A3-Valuing,
A4-Organizing, A5-Characterizing, A6-Implementing

II. The Relevance among Teaching Objectives, Objective Levels and Departmental core competences :

- (i) Determine the objective level(s) in any one of the three learning domains (cognitive, psychomotor, and affective) corresponding to the teaching objective. Each objective should correspond to the objective level(s) of ONLY ONE of the three domains.
- (ii) If more than one objective levels are applicable for each learning domain, select the highest one only. (For example, if the objective levels for Cognitive Domain include C3, C5, and C6, select C6 only and fill it in the boxes below. The same rule applies to Psychomotor Domain and Affective Domain.)
- (iii) Determine the Departmental core competences that correspond to each teaching objective. Each objective may correspond to one or more Departmental core competences at a time. (For example, if one objective corresponds to three Departmental core competences: A, AD, and BEF, list all of the three in the box.)

No.	Teaching Objectives	Relevance	
		Objective Levels	Departmental core competences
1	Understand concepts of descriptive statistics	C2	D
2	Know when to apply descriptive statistics and make sensible interpretations of results as to business and social phenomena	C4	A
3	Understand concepts of inferential statistics	C2	D
4	Know when to apply inferential statistics to better understand phenomena of interest	C4	A

Teaching Objectives, Teaching Methods and Assessment

No.	Teaching Objectives	Teaching Methods	Assessment
1	Understand concepts of descriptive statistics	Lecture, Discussion	Written test
2	Know when to apply descriptive statistics and make sensible interpretations of results as to business and social phenomena	Lecture, Discussion, Problem solving	Written test, Report
3	Understand concepts of inferential statistics	Lecture, Discussion	Written test
4	Know when to apply inferential statistics to better understand phenomena of interest	Lecture, Discussion, Problem solving	Written test, Report

This course has been designed to cultivate the following essential qualities in TKU students

Essential Qualities of TKU Students	Description
◇ A global perspective	Helping students develop a broader perspective from which to understand international affairs and global development.
◇ Information literacy	Becoming adept at using information technology and learning the proper way to process information.
◇ A vision for the future	Understanding self-growth, social change, and technological development so as to gain the skills necessary to bring about one's future vision.
◇ Moral integrity	Learning how to interact with others, practicing empathy and caring for others, and constructing moral principles with which to solve ethical problems.
◇ Independent thinking	Encouraging students to keenly observe and seek out the source of their problems, and to think logically and critically.
◇ A cheerful attitude and healthy lifestyle	Raising an awareness of the fine balance between one's body and soul and the environment; helping students live a meaningful life.
◇ A spirit of teamwork and dedication	Improving one's ability to communicate and cooperate so as to integrate resources, collaborate with others, and solve problems.
◇ A sense of aesthetic appreciation	Equipping students with the ability to sense and appreciate aesthetic beauty, to express themselves clearly, and to enjoy the creative process.

Course Schedule

Week	Date	Subject/Topics	Note
1	103/02/17 ~ 103/02/23	Course Introduction	
2	103/02/24 ~ 103/03/02	CH1 The Nature of Statistics & Statistical Software	
3	103/03/03 ~ 103/03/09	CH2 Organizing Data	
4	103/03/10 ~ 103/03/16	CH3 Descriptive Measures	
5	103/03/17 ~ 103/03/23	CH4 Descriptive Methods in Regression and Correlation	
6	103/03/24 ~ 103/03/30	CH6 The Normal Distribution	
7	103/03/31 ~ 103/04/06	Spring Break	
8	103/04/07 ~ 103/04/13	CH7 The Sampling Distribution of the Sample Mean	
9	103/04/14 ~ 103/04/20	CH8 Confidence Intervals for One Population Mean	
10	103/04/21 ~ 103/04/27	Midterm Exam Week	
11	103/04/28 ~ 103/05/04	CH9 Hypothesis Tests for One Population Mean	
12	103/05/05 ~ 103/05/11	CH9 Hypothesis Tests for One Population Mean	

13	103/05/12 ~ 103/05/18	CH10 Inferences for Two Population Means	
14	103/05/19 ~ 103/05/25	CH13 ANOVA	
15	103/05/26 ~ 103/06/01	CH13 ANOVA	
16	103/06/02 ~ 103/06/08	Review & Quiz	
17	103/06/09 ~ 103/06/15	Presentations	
18	103/06/16 ~ 103/06/22	Final Exam Week	
Requirement	Final exam is replaced by the group presentations. Mark of Usual consists of in-class assignments, take-home assignments, small tests, Quiz 2, meeting with the instructor, peer evaluation form, and class participation.		
Teaching Facility	Computer, Projector		
Textbook(s)	Weiss, Neil A. (2012). Elementary Statistics (8th ed.)		
Reference(s)			
Number of Assignment(s)	(Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : % ◆ Mark of Usual : 55.0 % ◆ Midterm Exam : 25.0 % ◆ Final Exam : % ◆ Other (Group Presentation) : 20.0 %		
Note	This syllabus may be uploaded at the website of Course Syllabus Management System at http://info.ais.tku.edu.tw/csp or through the link of Course Syllabus Upload posted on the home page of TKU Office of Academic Affairs at http://www.acad.tku.edu.tw/CS/main.php . ※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.		