Course Title	STATISTICS	Instructor	HUANG, YUNG-KUEI
Course Class	TQVXB1A DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT, 1A	Details	◆ Required ◆ One Semester ◆ 3 Credits

Departmental Aim of Education

To develop talented managers with international competitive advantage in the tourism industry.

Departmental core competences

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	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. The course will also cover the use of Microsoft Office Excel to solve statistical problems and perform data management and statistical analysis.

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-Charaterizing,   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	ACD
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	ACD
4	Know when to apply inferential statistics to better understand phenomena of interest	C4	A
5	Develop fundamental working knowledge of using Microsoft Office Excel for data management and analysis	C3	A

Teaching Objectives, Teaching Methods and Assessment

No.	Teaching Objectives	Teaching Methods	Assessment
1	Understand concepts of descriptive statistics	Lecture, Discussion	Written test, Report, Participation
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, Participation

| 4 | Know when to apply inferential statistics to better understand phenomena of interest | Lecture, Discussion, Problem solving | Written test, Report |
| 5 | Develop fundamental working knowledge of using Microsoft Office Excel for data management and analysis | Lecture, Discussion, Practicum | Written test, Practicum, 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	104/02/24 ~ 104/03/01	Course Introduction	
2	104/03/02 ~ 104/03/08	Get to Know Excel; CH1 What is Statistics	
3	104/03/09 ~ 104/03/15	CH2 Describing Data	
4	104/03/16 ~ 104/03/22	CH2 Describing Data	
5	104/03/23 ~ 104/03/29	CH3 Describing Data: Numerical Measures	
6	104/03/30 ~ 104/04/05	Spring Break	
7	104/04/06 ~ 104/04/12	CH3 Describing Data: Numerical Measures	
8	104/04/13 ~ 104/04/19	CH4 Describing Data: Displaying and Exploring Data	

9	104/04/20 ~ 104/04/26	CH4 Describing Data: Displaying and Exploring Data	
10	104/04/27 ~ 104/05/03	Midterm Exam Week	
11	104/05/04 ~ 104/05/10	Review; CH5 A Survey of Probability Concepts	
12	104/05/11 ~ 104/05/17	CH7 Continuous Probability Distributions (we will focus on the normal curve)	
13	104/05/18 ~ 104/05/24	CH7 Continuous Probability Distributions (we will focus on the normal curve)	
14	104/05/25 ~ 104/05/31	CH10 One-Sample Tests of Hypothesis	
15	104/06/01 ~ 104/06/07	CH11 Two-Sample Tests of Hypothesis	
16	104/06/08 ~ 104/06/14	CH11 Two-Sample Tests of Hypothesis	
17	104/06/15 ~ 104/06/21	Workshop	
18	104/06/22 ~ 104/06/28	Final Exam Week	

Requirement	Mark of Usual consists of assignments, quizzes, and class participation. Final exam is replaced by a team project.
Teaching Facility	Computer, Projector
Textbook(s)	Lind, D. A., Marchal, W. G., & Wathen, S. A. (2013). Basic Statistics for Business and Economics (8th ed.)
Reference(s)	
Number of Assignment(s)	(Filled in by assignment instructor only)
Grading Policy	◆ Attendance： % ◆ Mark of Usual：45.0 % ◆ Midterm Exam： 25.0 % ◆ Final Exam： 25.0 % ◆ Other〈Peer Evaluation〉：5.0 %
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.**