

Tamkang University Academic Year 106, 2nd Semester Course Syllabus

Course Title	APPLICATION OF COMMERCIAL SOFTWARE	Instructor	CHIA, CHAO-NAN
Course Class	TLFBB3A DIVISION OF GLOBAL COMMERCE, DEPARTMENT OF INTERNATIONAL BUSINESS (ENGLISH- TAUGHT PROGRAM), 3A	Details	◆ Selective ◆ One Semester ◆ 2 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			
I. To instill the university motto of "Simplicity, Firmness, Perseverance, and Fulfillment" into students. II. By integrating the "Five Disciplines" of education, the qualities of conduct, intelligence, physical education, teamwork, and beauty into the professional, core, and extracurricular curriculum, the department helps to produce well-rounded students skilled in identifying and solving problems. III. To oversee the trend and foresee the development of global economy, the department aims to produce the graduates with expertise in the fields of International Business and Trade.			
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			
A. Breeding professionals with expertise in general International Trade and International Business. B. Consisting of Globalization, Information-Oriented and Future-Oriented education. C. Producing graduates with capability of foreseeing and analyzing the development of Global Economy. D. Breeding professionals with expertise in Marketing and Financial Management.			
Course Introduction	This course leads students to go through the advanced usage of the Microsoft Excel program with examples. The contents consist of (1) step-by-step complete the estimating of parameters of linear regression model, (2) the design and analysis of big data, (3) the investment evaluation.		

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	learning the use of MMUL and MINV function for matrix operation	C4	AC
2	learning the use of Statistics functions and logical functions to make estimated results of an ordinary regression model.	C3	AC
3	learning how to prepare a data set	C4	AC
4	learning the PIVOT analysis methods.	C4	C
5	Review basics of personal financial planning	C4	AC
6	Learning the usages of Financial functions provided by Excel.	C4	AC

Teaching Objectives, Teaching Methods and Assessment

No.	Teaching Objectives	Teaching Methods	Assessment
1	learning the use of MMUL and MINV function for matrix operation	Lecture, Practicum, Problem solving	Practicum, Participation
2	learning the use of Statistics functions and logical functions to make estimated results of an ordinary regression model.	Lecture, Practicum, Problem solving	Practicum
3	learning how to prepare a data set	Appreciation, Practicum, Problem solving	Practicum
4	learning the PIVOT analysis methods.	Simulation, Practicum, Problem solving	Practicum

5	Review basics of personal financial planning	Appreciation, Practicum, Problem solving	Practicum
6	Learning the usages of Financial functions provided by Excel.	Practicum, Problem solving	Practicum

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	107/02/26 ~ 107/03/04	course introduction	
2	107/03/05 ~ 107/03/11	Linear algebra, the operations, solving system of linear simultaneous equations	
3	107/03/12 ~ 107/03/18	Introduction of the Ordinary Least Squares estimator of linear regression model	
4	107/03/19 ~ 107/03/25	Applying the MATH, Statistics, Logical operators to solve the linear regression model.	
5	107/03/26 ~ 107/04/01	The 1st assignment	
6	107/04/02 ~ 107/04/08	Spring Break, no class meeting	
7	107/04/09 ~ 107/04/15	Introduction to data set making and preparing	
8	107/04/16 ~ 107/04/22	Applying the Pivot analysis to the data set	

9	107/04/23 ~ 107/04/29	The 2nd assignment	
10	107/04/30 ~ 107/05/06	Midterm Exam Week	
11	107/05/07 ~ 107/05/13	Introducing the basics on personal investment planning	
12	107/05/14 ~ 107/05/20	Applying Financial functions provided by the Excel to make investment planning sheet	
13	107/05/21 ~ 107/05/27	The 3rd assignment	
14	107/05/28 ~ 107/06/03	to be announced later	
15	107/06/04 ~ 107/06/10	to be announced later	
16	107/06/11 ~ 107/06/17	to be announced later	
17	107/06/18 ~ 107/06/24	The 4th assignment	
18	107/06/25 ~ 107/07/01	Final Exam Week	
Requirement	All assignments have to be done in the classroom by using the computers provided in the classroom.		
Teaching Facility	Computer, Projector		
Textbook(s)			
Reference(s)			
Number of Assignment(s)	(Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : 40.0 % ◆ Mark of Usual : % ◆ Midterm Exam : % ◆ Final Exam : % ◆ Other <3 assignments> : 60.0 %		
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.		