

Tamkang University Academic Year 107, 2nd Semester Course Syllabus

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| Course Title | STATISTICS | Instructor | CHIEN-MU YEH |
| Course Class | TQTXB1P DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 1P | 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. The course will also cover the use of SPSS to solve statistical problems and perform data management and statistical analysis.</p> | | |
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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 and apply concepts of statistics | C2 | AD |

Teaching Objectives, Teaching Methods and Assessment

| No. | Teaching Objectives | Teaching Methods | Assessment |
|-----|---|---------------------|-------------------------------------|
| 1 | Understand and apply concepts of statistics | Lecture, Discussion | Written test, Report, Participation |
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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 | 108/02/18 ~ 108/02/24 | Course Introduction. | |
| 2 | 108/02/25 ~ 108/03/03 | Ch 1 Statistics, Data and Statistical Thinking | |
| 3 | 108/03/04 ~ 108/03/10 | Ch 2 Method for Describing Sets of Data | |
| 4 | 108/03/11 ~ 108/03/17 | Ch 2 Method for Describing Sets of Data | |
| 5 | 108/03/18 ~ 108/03/24 | Ch 3 Probability | |
| 6 | 108/03/25 ~ 108/03/31 | Ch 3 Probability | |
| 7 | 108/04/01 ~ 108/04/07 | Ch 4 Random Variables and Probability Distributions | |
| 8 | 108/04/08 ~ 108/04/14 | Ch 4 Random Variables and Probability Distributions | |
| 9 | 108/04/15 ~ 108/04/21 | Ch 6 Inferences Based on a Single Sample | |
| 10 | 108/04/22 ~ 108/04/28 | Midterm Exam Week | |
| 11 | 108/04/29 ~ 108/05/05 | Ch 6 Inferences Based on a Single Sample | |
| 12 | 108/05/06 ~ 108/05/12 | Ch 7 Inferences Based on a Single Sample | |

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| 13 | 108/05/13 ~ 108/05/19 | Ch 7 Inferences Based on a Single Sample | |
| 14 | 108/05/20 ~ 108/05/26 | Ch 8 Inferences Based on Two Samples | |
| 15 | 108/05/27 ~ 108/06/02 | Ch 8 Inferences Based on Two Samples | |
| 16 | 108/06/03 ~ 108/06/09 | Ch 11 Simple Linear Regression | |
| 17 | 108/06/10 ~ 108/06/16 | Ch 11 Simple Linear Regression | |
| 18 | 108/06/17 ~ 108/06/23 | Final Exam Week | |
| Requirement | If a student' s class absence reaches one-third of the total class hours (in a semester) for this course, the course instructor will notify the Office of Academic Affairs, and the student will not be allowed to take part in the remaining course examinations and will receive a semester grade (for this course) of zero. | | |
| Teaching Facility | Computer, Projector | | |
| Textbook(s) | McClave, J. T., Benson, P. G. & Sincich, T. (2014). Statistics for Business and Economics (12th edition). Boston: Pearson. | | |
| Reference(s) | | | |
| Number of Assignment(s) | 4 (Filled in by assignment instructor only) | | |
| Grading Policy | ◆ Attendance : % ◆ Mark of Usual : 40.0 % ◆ Midterm Exam : 10.0 % ◆ Final Exam : 10.0 % ◆ Other < 4 Quizzes > : 40.0 % | | |
| 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. | | |