Tamkang University Academic Year 110, 2nd Semester Course Syllabus

Course Title	STATISTICS		Instructor	CHIEN-MU YEH
Course Class	TRBXB1P DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 1P		Details	◆ General Course ◆ Required ◆ One Semester
Relevance to SDGs	SDG4 Quality education			

Departmental Aim of Education

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

Subject Departmental core competences

A. Ability to analyze and solve problems.(ratio:60.00)

D. Tourism management knowledge.(ratio:40.00)

Subject Schoolwide essential virtues

2. Information literacy. (ratio:20.00)

5. Independent thinking. (ratio:80.00)

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 SPSS to solve statistical problems and perform data management and statistical analysis.

The correspondences between the course's instructional objectives and the cognitive, affective, and psychomotor objectives.

Differentiate the various objective methods among the cognitive, affective and psychomotor domains of the course's instructional objectives.

I. Cognitive : Emphasis upon the study of various kinds of knowledge in the cognition of the course's veracity, conception, procedures, outcomes, etc.

II. Affective : Emphasis upon the study of various kinds of knowledge in the course's appeal, morals, attitude, conviction, values, etc.

III. Psychomotor: Emphasis upon the study of the course's physical activity and technical manipulation.

No.	Teaching Objectives	objective methods
1	Understand and apply concepts of statistics	Cognitive

The correspondences of teaching objectives : core competences, essential virtues, teaching methods, and assessment

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	AD	25	Lecture, Discussion	Testing, Study Assignments, Discussion(including classroom and online), Report(including oral and written)

Course Schedule

Week	Date	Course Contents	Note
1	111/02/21 ~ 111/02/25	Course Introduction.	
2	111/02/28 ~ 111/03/04	Ch 1 Statistics, Data and Statistical Thinking	
3	111/03/07 ~ 111/03/11	Ch 2 Method for Describing Sets of Data	
4	111/03/14 ~ 111/03/18	Ch 2 Method for Describing Sets of Data	
5	111/03/21 ~ 111/03/25	Ch 3 Probability	
6	111/03/28 ~ 111/04/01	Ch 3 Probability	
7	111/04/04 ~ 111/04/08	Ch 4 Random Variables and Probability Distributions	
8	111/04/11 ~ 111/04/15	Ch 4 Random Variables and Probability Distributions	
9	111/04/18 ~ 111/04/22	Ch 6 Inferences Based on a Single Sample: Confidence Intervals	
10	111/04/25 ~ 111/04/29	Midterm Exam Week	

11	111/05/02~111/05/06	Ch 6 Inferences Based on a Single Sample: Confidence Intervals	
12	111/05/09~111/05/13	Ch 7 Inferences Based on a Single Sample: Tests of Hypotheses	
13	111/05/16~111/05/20	Ch 7 Inferences Based on a Single Sample: Tests of Hypotheses	
14	111/05/23~111/05/27	Ch 8 Inferences Based on Two Samples	
15	111/05/30~111/06/03	Ch 8 Inferences Based on Two Samples	
16	111/06/06~111/06/10	Ch 11 Simple Linear Regression	
17	111/06/13~111/06/17	Ch 11 Simple Linear Regression	
18	111/06/20~111/06/24	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
Textbooks and Teaching Materials	McClave, J. T., Benson, P. G. & Sincich, T. (2018). Statistics for Business and Economics (13rd edition). Boston: Pearson.
References	
Number of Assignment(s)	(Filled in by assignment instructor only)
Grading Policy	◆ Attendance： 　%　 ◆ Mark of Usual： 　%　 ◆ Midterm Exam： 30.0 % ◆ Final Exam： 30.0 % ◆ Other〈Quiz〉：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.**