Course Title	APPLIED STATISTICAL ANALYSIS	Instructor	MENG-IA CHUNG
Course Class	TLGBM1A MASTER'S PROGRAM IN BUSINESS AND MANAGEMENT, DEPARTMENT OF MANAGEMENT SCIENCES (ENGLISH-TAUGHT PROGRAM), 1A	Details	◆ General Course ◆ Selective ◆ One Semester
Relevance to SDGs	SDG4 Quality education		

Departmental Aim of Education

Ⅰ. Develop a business and management perspective for students.

Ⅱ. Train the professionals in the integrated fields of business and management.

Ⅲ. Cultivate the talents with both theory and practices in business and management.

Subject Departmental core competences

A. Provide the basic knowledge of both theory and practices.(ratio:20.00)

B. Enhance the practical training for the current trends.(ratio:40.00)

D. Obtain the ability of analyzing industrial and business problems.(ratio:40.00)

Subject Schoolwide essential virtues

1. A global perspective. (ratio:20.00)

2. Information literacy. (ratio:50.00)

3. A vision for the future. (ratio:10.00)

5. Independent thinking. (ratio:20.00)

	Course Introduction	The aim of this course is to help students develop theoretical and practical knowledge of common quantitative methods, topics including linear regression, logistic regression, design of experiments, scale development, factor analysis and structural equation modeling. We will mainly use SPSS and AMOS software. We will also use R software when necessary.

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	This course expects students to learn general linear models, generalized linear models and structural equation modeling.	Cognitive

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

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	ABD	1235	Lecture	Study Assignments

Course Schedule

Week	Date	Course Contents	Note
1	111/02/21 ~ 111/02/25	Introduction	
2	111/02/28 ~ 111/03/04	Review of Probability and Statistical Inferences I	
3	111/03/07 ~ 111/03/11	Review of Probability and Statistical Inferences II	
4	111/03/14 ~ 111/03/18	General Linear Models I	
5	111/03/21 ~ 111/03/25	General Linear Models II	
6	111/03/28 ~ 111/04/01	General Linear Models III	

7	111/04/04 ~ 111/04/08	General Linear Models IV	
8	111/04/11 ~ 111/04/15	Review I	
9	111/04/18 ~ 111/04/22	Midterm	
10	111/04/25 ~ 111/04/29	Measurement Models I	
11	111/05/02 ~ 111/05/06	Measurement Models II	
12	111/05/09 ~ 111/05/13	Structural Models I	
13	111/05/16 ~ 111/05/20	Structural Models II	
14	111/05/23 ~ 111/05/27	Generalized Linear Models I	
15	111/05/30 ~ 111/06/03	Generalized Linear Models II	
16	111/06/06 ~ 111/06/10	TBD	
17	111/06/13 ~ 111/06/17	Review II	
18	111/06/20 ~ 111/06/24	Final exam	

Requirement	
Teaching Facility	Computer, Projector
Textbooks and Teaching Materials	Lecture notes
References	Principles and Practice of Structural Equation Modeling 4th edition by Rex Kline
Number of Assignment(s)	(Filled in by assignment instructor only)
Grading Policy	◆ Attendance： ％ ◆ Mark of Usual： ％ ◆ Midterm Exam： ％ ◆ Final Exam： ％ ◆ Other〈2 assignments〉：100.0 ％
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.**