

Tamkang University Academic Year 111, 2nd Semester Course Syllabus

Course Title	STATISTICS	Instructor	LO WEN-CHEN
Course Class	TRBXB1A DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 1A	Details	<ul style="list-style-type: none"> ◆ General Course ◆ Required ◆ One Semester
Relevance to SDGs	SDG4 Quality education		
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.			
S u b j e c t 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.(ratio:30.00) B. Ability to communicate in English.(ratio:10.00) C. Proper service and work attitude.(ratio:10.00) D. Tourism management knowledge.(ratio:30.00) E. Tourism management skills.(ratio:20.00) 			
S u b j e c t S c h o o l w i d e e s s e n t i a l v i r t u e s			
<ul style="list-style-type: none"> 1. A global perspective. (ratio:10.00) 2. Information literacy. (ratio:20.00) 3. A vision for the future. (ratio:10.00) 4. Moral integrity. (ratio:10.00) 5. Independent thinking. (ratio:30.00) 6. A cheerful attitude and healthy lifestyle. (ratio:5.00) 7. A spirit of teamwork and dedication. (ratio:10.00) 8. A sense of aesthetic appreciation. (ratio:5.00) 			

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 Excel, Megastat, or SPSS software to solve statistical problems and perform data management and statistical analysis.</p>
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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	ABCDE	12345678	Lecture, Discussion	Testing, Study Assignments, Discussion(including classroom and online), Report(including oral and written)

Course Schedule

Week	Date	Course Contents	Note
1	112/02/13 ~ 112/02/19	Course Introduction, What is Statistics?	
2	112/02/20 ~ 112/02/26	Ch2 Describing Data: Frequency Distributions, and Graphic Presentation	
3	112/02/27 ~ 112/03/05	Ch3 Describing Data: Numerical Measures	
4	112/03/06 ~ 112/03/12	Ch4 Describing Data: Displaying and Exploring Data	

5	112/03/13 ~ 112/03/19	Ch5 A Survey of Probability Concepts	
6	112/03/20 ~ 112/03/26	Ch5 A Survey of Probability Concepts	
7	112/03/27 ~ 112/04/02	Ch6 Discrete Probability Distributions	
8	112/04/03 ~ 112/04/09	Ch7 Continuous Probability Distributions	
9	112/04/10 ~ 112/04/16	Ch8 Sampling, Sampling Method	
10	112/04/17 ~ 112/04/23	Midterm Exam Week	
11	112/04/24 ~ 112/04/30	Ch8 Sampling, Sampling Method	
12	112/05/01 ~ 112/05/07	Ch9 Estimation and Confidence Intervals	
13	112/05/08 ~ 112/05/14	Ch10 One-Sample Tests of Hypothesis	
14	112/05/15 ~ 112/05/21	Ch10 One-Sample Tests of Hypothesis	
15	112/05/22 ~ 112/05/28	Ch11 Two-Sample Tests of Hypothesis	
16	112/05/29 ~ 112/06/04	Ch11 Two-Sample Tests of Hypothesis	
17	112/06/05 ~ 112/06/11	Ch12 Correlation and Linear Regression	
18	112/06/12 ~ 112/06/18	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	Lind, D.A., Marchal, W.G., Wathen, S.A. (2022). Basic Statistics for Business and Economics (10th edition). NY: McGraw Hill		
References			
Number of Assignment(s)	5 (Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : 10.0 % ◆ Mark of Usual : 50.0 % ◆ Midterm Exam : 20.0 % ◆ Final Exam : 20.0 % ◆ Other < > : %		

Note	<p>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 .</p> <p>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</p>
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