

## Tamkang University Academic Year 111, 2nd Semester Course Syllabus

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| Course Title  | STATISTICS   | Instructor | CHIEH-YU HSIAO   |
| Course Class  | TRBXB1B<br>DEPARTMENT OF INTERNATIONAL TOURISM<br>MANAGEMENT (ENGLISH-TAUGHT PROGRAM),<br>1B   | Details    | <ul style="list-style-type: none"> <li>◆ General Course</li> <li>◆ Required</li> <li>◆ One Semester</li> </ul> |
| Relevance to SDGs   | SDG4 Quality education<br>SDG8 Decent work and economic growth<br>SDG11 Sustainable cities and communities<br>SDG12 Responsible consumption and production |            |  |
| 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:30.00)<br>B. Ability to communicate in English.(ratio:10.00)<br>C. Proper service and work attitude.(ratio:10.00)<br>D. Tourism management knowledge.(ratio:30.00)<br>E. Tourism management skills.(ratio:20.00)  |  |            |  |
| Subject Schoolwide essential virtues  |  |            |  |
| 1. A global perspective. (ratio:10.00)<br>2. Information literacy. (ratio:20.00)<br>3. A vision for the future. (ratio:10.00)<br>4. Moral integrity. (ratio:10.00)<br>5. Independent thinking. (ratio:30.00)<br>6. A cheerful attitude and healthy lifestyle. (ratio:5.00)<br>7. A spirit of teamwork and dedication. (ratio:10.00)<br>8. A sense of aesthetic appreciation. (ratio:5.00) |  |            |  |

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| Course<br>Introduction | <p>This course provides students with elementary statistical concepts and techniques for basic analyses and usage of statistical software. After finishing this course, students are expected to clearly understand the statistical methods and can apply these methods to empirical analyses of real world problems.</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   | To learn concepts of statistics.  | Cognitive         |
| 2   | To learn how to obtain meaning information via statistical data analysis and proper statistical methods | Cognitive         |
| 3   | To learn the applications of statistical software for data processing and statistical data analysis     | Psychomotor       |

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

| No. | Core Competences | Essential Virtues | Teaching Methods                | Assessment   |
|-----|------------------|-------------------|---------------------------------|--|
| 1   | AB               | 1258              | Lecture, Discussion, Experience | Testing, Study Assignments, Discussion(including classroom and online)                                     |
| 2   | ACE              | 2568              | Lecture, Discussion, Practicum  | Testing, Study Assignments, Discussion(including classroom and online)                                     |
| 3   | ABD              | 123457            | Lecture, Discussion, Practicum  | Testing, Study Assignments, Discussion(including classroom and online), Report(including oral and written) |

| Course Schedule                  |                          |  |      |
|----------------------------------|--------------------------|--|------|
| Week                             | Date                     | Course Contents  | Note |
| 1                                | 112/02/13 ~<br>112/02/19 | Introduction & Ch1 What is Statistics  |      |
| 2                                | 112/02/20 ~<br>112/02/26 | Ch2 Describing Data: Frequency Tables, Frequency Distributions, and Graphic Presentation                           |      |
| 3                                | 112/02/27 ~<br>112/03/05 | Ch3 Describing Data: Numerical Measures  |      |
| 4                                | 112/03/06 ~<br>112/03/12 | Ch4 Describing Data: Displaying and Exploring Data   |      |
| 5                                | 112/03/13 ~<br>112/03/19 | Ch5 A Survey of Probability Concepts   |      |
| 6                                | 112/03/20 ~<br>112/03/26 | Ch6 Discrete Probability Distributions   |      |
| 7                                | 112/03/27 ~<br>112/04/02 | Ch7 Continuous Probability Distributions   |      |
| 8                                | 112/04/03 ~<br>112/04/09 | Ch8 Sampling, Sampling Methods, and the Central Limit Theorem  |      |
| 9                                | 112/04/10 ~<br>112/04/16 | Ch9 Estimation and Confidence Intervals  |      |
| 10                               | 112/04/17 ~<br>112/04/23 | Midterm Exam Week  |      |
| 11                               | 112/04/24 ~<br>112/04/30 | Ch10 One-Sample Tests of Hypothesis  |      |
| 12                               | 112/05/01 ~<br>112/05/07 | Ch11 Two-Sample Tests of Hypothesis  |      |
| 13                               | 112/05/08 ~<br>112/05/14 | Ch12 Analysis of Variance  |      |
| 14                               | 112/05/15 ~<br>112/05/21 | Ch12 Analysis of Variance  |      |
| 15                               | 112/05/22 ~<br>112/05/28 | Ch13 Correlation and Linear Regression   |      |
| 16                               | 112/05/29 ~<br>112/06/04 | Ch13 Correlation and Linear Regression   |      |
| 17                               | 112/06/05 ~<br>112/06/11 | Ch14 Multiple Regression Analysis  |      |
| 18                               | 112/06/12 ~<br>112/06/18 | Final Exam Week  |      |
| Requirement                      |                          |  |      |
| Teaching Facility                |                          | Computer, Projector  |      |
| Textbooks and Teaching Materials |                          | Lind, D., Marchal, W., & Wathen, S. (2021) Basic Statistics in Business and Economics (10th Edition). McGraw Hill. |      |
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| References              | 1. Anderson, D., Sweeney, D., Williams, T., Camm, J., Cochran, J., Fry, M., Ohlmann, J., (2019). Statistics for Business & Economics (14th Edition). Cengage. 2. McClave, J. T., Benson, P. G. & Sincich, T. (2022). Statistics for Business and Economics (14th edition). Pearson. 3. Black, Ken (2019). Business Statistics: For Contemporary Decision Making (10th Edition). Wiley. 4. Newbold, P., Carlson, W., Thorne, B. (2019). Statistics for Business and Economics (9th edition). Pearson.                                    |
| Number of Assignment(s) | 6 (Filled in by assignment instructor only)   |
| Grading Policy          | <p>◆ Attendance : 10.0 %    ◆ Mark of Usual :        %    ◆ Midterm Exam : 30.0 %</p> <p>◆ Final Exam : 30.0 %</p> <p>◆ Other &lt; Assignments &gt; : 30.0 %</p>  |
| Note                    | <p>This syllabus may be uploaded at the website of Course Syllabus Management System at <a href="http://info.ais.tku.edu.tw/csp">http://info.ais.tku.edu.tw/csp</a> or through the link of Course Syllabus Upload posted on the home page of TKU Office of Academic Affairs at <a href="http://www.acad.tku.edu.tw/CS/main.php">http://www.acad.tku.edu.tw/CS/main.php</a> .</p> <p><b>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</b></p> |