

Tamkang University Academic Year 112, 2nd Semester Course Syllabus

Course Title	STATISTICS	Instructor	MATEUS LEE
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 SDG17 Partnerships for the goals		
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) 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)			
Subject Schoolwide essential virtues			
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 course introduces the basic concepts of statistics with practical applications. Popular statistical software "Excel" is also introduced in helping students to know how to apply statistics by software. Our goal is to establish the students' fundamental capability in organizing, analyzing and interpreting data.</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	Understanding the basic concepts of statistics.	Cognitive
2	Helping the students to acknowledge how to apply statistics.	Cognitive
3	Strengthening the students' capabilities of independent thinking, analyzing and solving problems.	Cognitive

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

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	ABDE	1235	Lecture, Discussion	Testing, Study Assignments, Discussion(including classroom and online), Activity Participation
2	ABCDE	12345678	Lecture, Discussion	Testing, Study Assignments, Discussion(including classroom and online)
3	ABC	1235	Lecture, Discussion	Testing, Study Assignments, Discussion(including classroom and online), Activity Participation

Course Schedule			
Week	Date	Course Contents	Note
1	113/02/19 ~ 113/02/25	Course Introduction and Chapter 1. What is Statistics	Data Experiment and Discussion
2	113/02/26 ~ 113/03/03	Chapter 2. Describing Data (I): Frequencies and Graphic Presentation	In-class exercise
3	113/03/04 ~ 113/03/10	Chapter 3. Describing Data (II): Measures of Location and Variation	
4	113/03/11 ~ 113/03/17	Chapter 4. Describing Data (IV): Measures of Position, Skewness and the Relationship Between Two Variables	
5	113/03/18 ~ 113/03/24	Learn how to use statistical software for Statistics	Practice class in computer room
6	113/03/25 ~ 113/03/31	Chapter 7. Continuous Probability Distribution: Normal and Standard Normal Distribution	In-class exercise
7	113/04/01 ~ 113/04/07	Holiday (Day off)	
8	113/04/08 ~ 113/04/14	Chapter 8. Sampling Distribution of Sample Mean: Sampling methods, sampling error and sampling distribution of the "Sample Mean"	In-class exercise
9	113/04/15 ~ 113/04/21	【Midterm Exam Week】 Midterm exam on 19 Apr 2024	Midterm exam
10	113/04/22 ~ 113/04/28	Review of Midterm	Correction exercise
11	113/04/29 ~ 113/05/05	Chapter 9. Estimation and Confidence Intervals: Confidence Intervals for a "Population Mean", "Population Proportion" and Choosing an Appropriate Sample Size	In-class exercise
12	113/05/06 ~ 113/05/12	Chapter 10. One-Sample Tests of Hypothesis (I): Hypothesis Testing for a Population Mean with "Known" and "Unknown" Population Standard Deviation	In-class exercise
13	113/05/13 ~ 113/05/19	Chapter 10. One-Sample Tests of Hypothesis (II): p-value in Hypothesis Testing and Type II error	In-class exercise
14	113/05/20 ~ 113/05/26	Chapter 11. Two-Sample Tests of Hypothesis: Independent samples vs. Dependent samples	In-class exercise
15	113/05/27 ~ 113/06/02	Chapter 13. Correlation and Linear Regression (I): Correlation Coefficient and Least Squares Principles in Regression	Kahoot

16	113/06/03 ~ 113/06/09	Chapter 13. Correlation and Linear Regression (II): Least Squares Principles in Regression and Testing the Significance of the Regression	In-class exercise
17	113/06/10 ~ 113/06/16	【 Final Exam Week 】 Final exam on 14 Jun 2024	Final exam
18	113/06/17 ~ 113/06/23	Review of Final	Correction exercise
Key capabilities	self-directed learning Information Technology		
Interdisciplinary	STEAM course (S:Science, T:Technology, E:Engineering, M:Math, A field:Integration of Art and Humanist)		
Distinctive teaching			
Course Content	Logical Thinking		
Requirement	<p>(1) There are exams on 19 Apr 2024 and 14 Jun 2024.</p> <p>(2) There are classes on 19 Jun and 21 Jun 2024 after the final exam.</p> <p>(3) Participate in In-class exercises are critical of Statistics Learning.</p> <p>(4) No eating and talking in the class.</p> <p>(5) Behave well and do not use any 3C devices in the class unless it is required by the class.</p> <p>(6) Being in class on time.</p> <p>(7) Asking questions is a credit.</p> <p>(8) Lesson preview and lesson review are strongly recommended.</p>		
Textbooks and Teaching Materials	<p>Self-made teaching materials: Presentations, Handouts</p> <p>Using teaching materials from other writers: Textbooks</p> <p>Name of teaching materials: 【 Textbook 】 Lind D.A., Marchal W.G. and Wathen S.A. (2022). Basic Statistics for Business & Economics (10th edition). McGraw Hill. 【 ISBN: 978-1-260-59757-8 】</p>		
References	<p>(1) Weiss, Neil A. (2017). Introductory Statistics (10e). Pearson.</p> <p>(2) Moore D., McCabe G.P. & Craig B.A. (2017). Introduction to the Practice of Statistics (9e). Macmillan Learning.</p> <p>(3) Lind D.A., Marchal W.G. and Wathen S.A. (2021). Statistical Techniques in Business & Economics (18th edition). McGraw Hill. 【 ISBN: 978-1-260-57048-9 】</p>		
Grading Policy	<p>◆ Attendance : 10.0 % ◆ Mark of Usual : 20.0 % ◆ Midterm Exam : 20.0 %</p> <p>◆ Final Exam : 30.0 %</p> <p>◆ Other (In-class exercises) : 20.0 %</p>		

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>.

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