

**NATIONAL CHENGCHI UNIVERSITY  
COLLEGE OF COMMERCE  
DEPARTMENT OF STATISTICS  
REGULAR BBA PROGRAM**

**STATISTICS  
FALL 2010**

**A. Instructor: Kuo, Hsun-chih**  
**Office: Research: Room 711, 7th Fl., Research Bldg.**  
**E-mail: seankuo@nccu.edu.tw**  
**Phone/Fax: Office: (02) 2939-3091 ext. 88097 (Phone)**  
**Class Hours: Thursday: 14:10 - 17:00**  
**Office Hours: Thursday: 12:00 - 14:00**  
**And by appointment**

**B. Books**

1. Business Statistics: for Contemporary Decision Making, 5<sup>th</sup> edition, by Ken Black, 2007, Wiley (Available at University Bookstore).

**C. Course Objectives**

The objective of this course is to provide the students with the essential and fundamental concepts of elementary statistics. The topics include descriptive statistics, probability, sampling, design of experiments, and statistical inferences. At the end of this course, the students should be able to define the real problem, to use graphical and numerical summaries, to apply standard statistical inference procedures, and to draw conclusions from statistical analyses. In addition to materials in the textbook, the students may be required to use the computer lab for some class activities.

**D. Grading Policy**

1. Quizzes, -----	30 %
2. Midterm, -----	30 %
3. Final exam, -----	40 %
Total	100 %

Your composite score S will be based on the equation:

$$S = .25 \text{ Quizzes} + .35 \text{ Midterm} + .40 \text{ Final}$$

**E. Important Notes and Policies**

**1. Quizzes:**

Two in-class quizzes are tentatively scheduled on the 6<sup>th</sup> class time and the 13<sup>th</sup> class time. No made-up quiz will be given, except as required by University policies.

**2. Midterm and Final Exam:**

An in-class midterm exam is tentatively scheduled on the 10<sup>th</sup> class time. A comprehensive final exam will be given at the end of semester. All exams are two hours and the exact time will be announced in advance. No made-up exam will be given, except as required by University policies.

5. Computer Software:

We will be using Minitab Statistical Software for all of our statistical analyses. My TA will reserve a computer lab several times during the semester to walk you through how to use Minitab to solve all sorts of statistics problems. Minitab is available for your use in computer labs on campus. Please note: You are not required to buy a copy of the Minitab software for this course.

6. I would like to hear from anyone who has a disability which may require some modification of seating, testing, or other class requirements so that appropriate arrangements may be made. Please see me after class or during my office hours.

## CLASS SCHEDULE

#	Date	Content	Text	Reading	Case
1		Introduction to Statistics	1		
2		Charts and Graphs	2		
3		Descriptive Statistics	3		
4		Probability	4		
5		Discrete Distributions	5		
6		Continuous Distributions			
7		Continuous Distributions	6		
8		Sampling and Sampling Distributions	7		
9		Sampling and Sampling Distributions	7		
10		Midterm			
11		Statistical Inference: Estimation for Single Populations	8		
12		Statistical Inference: Hypothesis Testing for Single Populations	9		
13		Statistical Inference: Hypothesis Testing for Single Populations			
14		Statistical Inference: Hypothesis Testing for Single Populations	9		
15		Statistical Inferences about Two Populations	10		
16		Statistical Inferences about Two Populations	10		
17		Final			

**ASSURANCE OF LEARNING**

<i>Adherence to Mission</i>	
<input checked="" type="checkbox"/> Technology 科技	<input type="checkbox"/> Globalization 國際
<input type="checkbox"/> Innovation 創新	<input type="checkbox"/> Humanity 人文
<i>Adherence to Program Learning Goals</i>	
<i>Pedagogical Methodologies</i>	
<input checked="" type="checkbox"/> Lecture	<input type="checkbox"/> e-Learning
<input type="checkbox"/> Study Group	<input type="checkbox"/> Seminar
<input type="checkbox"/> Case Study	<input type="checkbox"/> Internship
<input type="checkbox"/> Project	<input type="checkbox"/> Independent Learning
<input type="checkbox"/> Role-Playing	<input type="checkbox"/> Seminar
<input type="checkbox"/> Theater Learning	<input type="checkbox"/> Others
<i>Student Abilities Enhancement</i>	
<input checked="" type="checkbox"/> Quantitative analysis 數量分析能力	<input type="checkbox"/> Sympathy 同理心
<input checked="" type="checkbox"/> Theory Development and Conceptual Thinking 邏輯思考分析	<input type="checkbox"/> Teamwork 團隊合作
<input type="checkbox"/> Strategic Thinking 策略性思考	<input type="checkbox"/> Acceptance of Others 接受意見
<input type="checkbox"/> Critical Thinking 評論性思考	<input type="checkbox"/> Confidence 自信心
<input checked="" type="checkbox"/> Quick Thinking 敏捷性思考	<input type="checkbox"/> Self—management 自我管理
<input type="checkbox"/> Flexibility 彈性反應與適應力	<input type="checkbox"/> Professional Knowledge 專業知識
<input type="checkbox"/> Creativity 創造力	<input type="checkbox"/> Others: _____ 其他能力: _____
<input type="checkbox"/> Persistency 堅持力	<input type="checkbox"/> Others: _____ 其他能力: _____
<input type="checkbox"/> Communication 溝通表達能力	<input type="checkbox"/> Others: _____ 其他能力: _____
<input type="checkbox"/> Comprehension Ability 聆聽能力	<input type="checkbox"/> Others: _____ 其他能力: _____

**DEPARTMENT OF STATISTICS  
COLLEGE OF COMMERCE  
NATIONAL CHENGCHI UNIVERSITY  
REGULAR BBA PROGRAM**

**STATISTICS  
SPRING 2011**

**A. Instructor: Assistant Professor Hsun-chih Kuo**

**Office:** Room 711, 7th Fl., Research Bldg.

**E-mail:** seankuo@nccu.edu.tw

**Phone/Fax:** Office: (02) 2939-3091 ext. 88097 (Phone)

**Class Hours:** Thursday: 14:10 - 17:00

**Office Hours:** Thursday: 12:00 - 14:00

**And by appointment**

**B. Books**

- 1. *Business Statistics: for Contemporary Decision Making*, 5<sup>th</sup> edition, by Ken Black, 2007, Wiley (Available at University Bookstore).

**C. Course Objectives**

The objective of this course is to provide the students with the essential and fundamental concepts of elementary statistics. The topics include descriptive statistics, probability, sampling, design of experiments, and statistical inferences. At the end of this course, the students should be able to define the real problem, to use graphical and numerical summaries, to apply standard statistical inference procedures, and to draw conclusions from statistical analyses. In addition to materials in the textbook, the students may be required to use the computer lab for some class activities.

**D. Grading Policy**

1. Quizzes, -----	30 %
2. Midterm, -----	30 %
3. Final exam, -----	40 %
Total	100 %

Your composite score S will be based on the equation:

$$S = .30 \text{ Quizzes} + .30 \text{ Midterm} + .40 \text{ Final}$$

## E. Important Notes and Policies

## 1. Quizzes:

Quizzes will be given at the discussion sessions for about every other week. No made-up quiz will be given, except as required by University policies.

## 2. Midterm and Final Exams:

A midterm exam and a final exam will be given.

## Evaluation and Grading:

Your composite score  $S$  will be based on the equation:

$$S = .30 \text{ Quizzes} + .30 \text{ Midterm} + .40 \text{ Final}$$

## 3. Computer Software:

We will be using Minitab Statistical Software for all of our statistical analyses. My TA will reserve a computer lab several times during the semester to walk you through how to use Minitab to solve all sorts of statistics problems. Minitab is available for your use in computer labs on campus. **Please note: You are not required to buy a copy of the Minitab software for this course.**

## 4. I would to hear from anyone who has a disability which may require some modification of seating, testing, or other class requirements so that appropriate arrangements may be made. Please see me after class or during my office hours.

**CLASS SCHEDULE**

#	Date	Content	Text	Reading	Case
1		Statistical Inferences about Two Populations			
2		Statistical Inferences about Two Populations			
3		Analysis of Variance and Design of Experiment			
4		Analysis of Variance and Design of Experiment			
5		Analysis of Variance and Design of Experiment			
6		Analysis of Categorical Data			
7		Analysis of Categorical Data			
8		Simple Regression and Correlation Analysis			
9		Multiple Regression Analysis			
10		Building Multiple Regression Models			
11		Building Multiple Regression Models			
12		Building Multiple Regression Models			
13		Time Series Forecasting and Index Numbers			
14		Nonparametric Statistics			
15		Nonparametric Statistics			
16		Nonparametric Statistics			
17		TBA			

**ASSURANCE OF LEARNING**

<i>Adherence to Mission</i>	
<input checked="" type="checkbox"/> Technology 科技	<input type="checkbox"/> Globalization 國際
<input type="checkbox"/> Innovation 創新	<input type="checkbox"/> Humanity 人文
<i>Adherence to Program Learning Goals</i>	
<i>Pedagogical Methodologies</i>	
<input checked="" type="checkbox"/> Lecture	<input type="checkbox"/> e-Learning
<input type="checkbox"/> Study Group	<input type="checkbox"/> Seminar
<input type="checkbox"/> Case Study	<input type="checkbox"/> Internship
<input type="checkbox"/> Project	<input type="checkbox"/> Independent Learning
<input type="checkbox"/> Role-Playing	<input type="checkbox"/> Seminar
<input type="checkbox"/> Theater Learning	<input type="checkbox"/> Others
<i>Student Abilities Enhancement</i>	
<input checked="" type="checkbox"/> Quantitative analysis 數量分析能力	<input type="checkbox"/> Sympathy 同理心
<input checked="" type="checkbox"/> Theory Development and Conceptual Thinking 邏輯思考分析	<input type="checkbox"/> Teamwork 團隊合作
<input type="checkbox"/> Strategic Thinking 策略性思考	<input type="checkbox"/> Acceptance of Others 接受意見
<input type="checkbox"/> Critical Thinking 評論性思考	<input type="checkbox"/> Confidence 自信心
<input checked="" type="checkbox"/> Quick Thinking 敏捷性思考	<input type="checkbox"/> Self—management 自我管理
<input type="checkbox"/> Flexibility 彈性反應與適應力	<input type="checkbox"/> Professional Knowledge 專業知識
<input type="checkbox"/> Creativity 創造力	<input type="checkbox"/> Others: _____ 其他能力: _____
<input type="checkbox"/> Persistency 堅持力	<input type="checkbox"/> Others: _____ 其他能力: _____
<input type="checkbox"/> Communication 溝通表達能力	<input type="checkbox"/> Others: _____ 其他能力: _____
<input type="checkbox"/> Comprehension Ability 聆聽能力	<input type="checkbox"/> Others: _____ 其他能力: _____