공개강의 콘텐츠 강의계획서

1. 교과목 개요

가. 교과목명(학기, 이수구분 등)

교과목명	Introduction to Statistics for Business Application

학 기	2017-2	**교과구분**	전공 (√) 교양( )

나. 교과목 학습목표 및 소개

Upon the completion of this course, the students will be able to:
- Explain the concepts and statistical techniques used to analyze business data.
- Use the essential tools of applied statistics, including data analysis, basic probability, sampling, confidence interval, hypothesis testing, analysis of variance, regression and correlation.
- Apply statistical methodology properly.
- Understand the complex, dynamic, and multidimensional issues and perspectives involved in statistical analyses of business situations.
- Communicate clearly the results of a statistical analysis.

다. 강의방법 및 자료매체

(1) 강의방법 :

Class sessions will be a mix of lecturing and problem-solving. This multi instructional approach is designed to constantly engage with course material, focus on learning outcomes, and recognize the various ways in which people learn. Such opportunities allow you to work with fellow students and struggle with the material presented in lectures and readings on a deeper level, often applying concepts to your own life experiences. The core of the course content is provided by the textbook.

(2) 강의자료 유형 :

The Book: Lind, D. A. , Marchal, W. G. & Wathen, S. A. (2013). Basic Statistics for Business and Economics (8th Ed.). McGraw-Hill International Edition.
PPTs based on the book will be used during the course.

2. 공개강의 콘텐츠 과목 주차별 수업 운영 계획

주차	차시별 학습내용	강좌운영방법		
		수업방법	학습자료	비고
1	Introduction to Course Why Statistics is Important to Business	Lecture & In-Class Exercises		
2	An introduction to Statistics Displaying Descriptive Statistics 1	Lecture & In-Class Exercises		
3	Displaying Descriptive Statistics 2	Lecture & In-Class Exercises		
4	Calculating Descriptive Statistics 1	Lecture & In-Class Exercises		
5	Calculating Descriptive Statistics	Lecture & In-Class Exercises		
6	Fundamentals of Probability	Lecture & In-Class Exercises		
7	How Probability Affects Statistics z-score calculation	Lecture & In-Class Exercises		
8	Sampling and Sampling Distributions	Lecture & In-Class Exercises		
9	Confidence Intervals	Lecture & In-Class Exercises		
10	Hypothesis Testing	Lecture & In-Class Exercises		

3. 활용 계획 및 기대효과

This recorded lesson can be used any area which requires statistical knowledge from undergraduate, master and phd levels.