Our project is to establish an online platform for learning basic statistical concepts in DSME 2011. DSME2011 is one of the foundation courses in the curricular of most programs in Business School. More than 500 Year 2 business students will take the course in each academic year. On the online platform, there will be teaching videos which introduce basic statistics concepts, online examples and exercises, video teaching cases and discussion forum.

With the online platform, students with diversified background and capabilities could learn the statistical concepts at their own pace. The online business video cases will also provide an opportunity for students applying statistical concepts on a real-life business problem. The discussion forum will create a peer-learning environment for DSME 2011 students. Data from the online platform could also facilitate teachers to better monitor each student's performance, and provide necessary support.

On the online platform, students will go through four phases:

Phase 1   Knowledge acquisition: ***Online videos*** for learning basic concepts in statistics

Phase 2   Knowledge consolidation: ***Interactive online examples and exercises***, including multiple choices and short questions

Phase 3   Knowledge application: A well-designed ***online business case***

Phase 4   Knowledge co-creation: An ***online discussion forum***.

In this project, we have prepared four 4-min videos to introduce the following basic statistics concepts: Descriptive Statistics, Common Survey Errors, Statistical inference, and Sampling Design. Through the videos, students can understand the major ideas in the four concepts.

In addition, a teaching case, Good Luck Lemon Tea, has been developed in the written form. A video is created to make the case more vivid, and arouse the students' interest in the case.

The project has been launched in DSME 2011, in Term 1 of Academic Year 2016-2017. The students' feedbacks have been collected through questionnaire. The results indicated very positive response from students. Some students' sharing is as follow:

- we are impressed by this case-based assignment… through this self-learning experience, we will know out limitation and try to explore more knowledge
- The online design is very pleasant and the message is very clear… it is vert considerate that we can adjust the speed to our own needs.
- The exercises allow us to revise and familiarize with concept more and apply theory in practice, and let us build a more solid foundation on statistics
- The videos visualize concepts of measurement error, descriptive statistics, the inference as well as sampling distribution which make everything clearer and easier to understand.