

King Saud University (RIYADH)  
College of business administration  
Department of Quantitative Analysis.  
Introduction to Statistics in Business (QUA 107)

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**Course Objectives**

- To provide the student with the basic concepts and terminology of statistical science, including graphical representation and descriptive measures.
- To cover different methods of arranging & tabulating and presenting data.
- To provide the student the basic concepts of probability theory.
- To understand the concept and importance of relationships between variables and to fit mathematical models.
- To understand and use Excel software for data analysis and decision making.
- To prepare the student to perform scientific interpretation of economic and social phenomena to assist various policy and decision makers.

**Content of the Course and Session Plan**

Session	Content
Sessions 1-3	Basic Concepts of Statistics
	Types of Statistics
	Types of Variables
	Levels of Measurement
Sessions 4-9	Describing Data
	Constructing Frequency Table
	Constructing Frequency Distributions
	Graphical presentation of data
Sessions 10 - 21	Describing Data : Numerical Measures
	Measures of central tendency / Measures of Dispersion
	Describing Data : Displaying and Exploring Data
	<b>First Midterm (20 points) Tuesday (20/6/1437 - 29/3/2016) (1:00-2:30 PM)</b>
Sessions 22 - 24	A survey of Probability Concepts
Sessions 25 - 29	Discrete Probability Distributions
Sessions 30- 38	Continuous Probability Distributions
	<b>Second Midterm (25 points) Monday (18/7/1437- 25/4/2016) (1:00-2:30 PM)</b>
Sessions 39 - 42	Index numbers
	<b>Participation and duties (15 points)</b>
	<b>Final Exam (40 points)</b>

**Text Book Recommended:** Lind, Marchal and Wathen, **Statistical Techniques in Business and Economics, McGraw Hill International**, Fourteenth Edition.