

Introduction to Business Statistics (QUA 107)

First Term (2023/2024) (1445H)

Course description

The course is designed for the purpose of providing an introduction to Business Statistics. This course basically deals with descriptive statistics, which will be the focus of the course with an abbreviated introduction to inferential statistics. The topics covered in the course include classifying, analyzing, and presenting numerical data; frequency distribution, averages, dispersion, basic probability, probability distributions, and Sampling Distributions.

Course objectives

The main purpose of this course is to provide basic knowledge about collecting, organizing, summarizing, describing, and presenting data to provide information, which are stated in numerical form, for the purpose of making effective business decisions. The objectives of the course can be stated as follows:

- 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.

Required Materials (More Information on Page: 4)

David M. Levine, Kathryn A. Szabat, David F. Stephan: **Business Statistics: A First Course, 8th Global Edition**, Pearson.

Textbook ISBN-13 : 978-1-292-09593-6

MyLab Statistics : You are required to purchase access to MyLab Statistics.

Required Chapters: 1, 2, 3, 4, 5, and 6

Homework Assignment (10%)

- The assignments are drawn from the problems at the end of each textbook chapter and practice problems. You should correctly answer each question **prior to the posted due date**.
- Homework problems that are attempted and submitted **will NOT be accepted**.
- Make sure you perform well as possible on the Homework.
- Your overall homework evaluation will be based on **the best 5 out of 6 homework**.

Homework Schedule

Homework	Start		End (Due Dates)		
HW Ch1	Sunday	27/08/2023	8:00am	Thursday	14/09/2023
HW Ch2		10/09/2023			28/09/2023
HW Ch3		24/09/2023			12/10/2023
HW Ch4		08/10/2023			02/11/2023
HW Ch5		22/10/2023			16/11/2023
HW Ch6		12/11/2023			07/12/2023

Exams

- There shall be **three** examinations given during this course, **two midterms and a final examination**.
- The 1st midterm is the 7th week and the 2nd is the 12th week of the term.
- The instructor reserves the right to utilize whatever format (true-false, multiple choice, fill in the blank, essay/short answer) or combination of formats she deems necessary and in the students' best interest.

Exam	Day	Date	From	To	Points
First Midterm	Tuesday				20%
Second Midterm	Tuesday				20%
Final Exam	Based on University Schedule				50%

Evaluation

Assessment Task	Proportion of Assessment
Homework Assignment	10%
First Midterm Exam	20%
Second Midterm Exam	20%
Final Exam	50%
Total	100%

Attendance Policy

- Regular and punctual attendance at all scheduled classes is expected from all students.
- Students may be denied entry to the final exam **if they miss more than 25% of classes**.

**This syllabus is subject to change by the Quantitative Analysis Department only at any time. Changes, if any, will be announced in class. Students will be held responsible for all changes.*

Course outline

• **Content of the Course and lectures Plan**

Week	Content	Pages	Exam	
			HW	Exam
1 & 2	CH 1 : Defining and Collecting Data <ul style="list-style-type: none"> Defining Variables Collecting Data Types of Sampling Methods Types of Survey Errors 	49 - 73	1	First Midterm & Final
3 & 4	CH 2 : Organizing and Visualizing Variables <ul style="list-style-type: none"> Organizing Categorical Variables Organizing Numerical Variables. Visualizing Categorical Variables. Visualizing Numerical Variables. 	74 - 158	1	
5 & 6	CH 3 : Numerical Descriptive Measures <ul style="list-style-type: none"> Measures of Central Tendency Variation and Shape Exploring Numerical Data Numerical Descriptive Measures for Population Covariance and coefficient of correlation 	160 - 205	1	
7	First Midterm Exam			
8 & 9	CH 4 : Basic Probability <ul style="list-style-type: none"> Basic Probability Concepts Conditional Probability Multiplication Rule Bayes' Theorem Counting Rules 	206 - 236	1	Second Midterm & Final
10 & 11	CH 5 : Discrete Probability Distributions <ul style="list-style-type: none"> Expected Value , Variance and Standard Deviation Binomial Distribution Poisson Distribution 	237 - 260	1	
12	Second Midterm Exam			
13 & 14	CH 6 : Continuous Probability Distributions <ul style="list-style-type: none"> The Normal Distribution 	261 - 286	1	Final

MyLab Statistics

- In order to be able to work on the Study Plan, Homework, Quiz; the student **MUST** purchase MyLab Statistics Access Code (**which will INCULDE the eTextbook**).
- MyLab Statistics is a platform that is connected to the student's LMS to enrich the learning experience. It provides the student with access to the eTextbook, Example, and other multimedia material.

Learning Management System Support (Blackboard Support)

- **Webpage:** <https://daleel.ksu.edu.sa/ar>
- **Tel#:** 00966 11 4677297
- **Tel#:** 00966 11 4675557
- **Email:** itsupport@ksu.edu.sa

How to purchase the Book\ eBook\ MyLab Statistics Code

- Student Fund Market webpage *direct link*: <https://bookhup.com/p/56476>

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Business Statistics A First Course 8E

GLOBAL EDITION

Business

KSU - Business Statistics A First Course 8th Global Edition (Access Code)

Category Business

Binding Access Code Only

Author David F. Stephan, David M. Levine, Kathryn A. Szabat

Publisher Pearson Education

Hardcover Access Code Only

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Activate your MyLab Statistics Code

In order to activate Code, You have to connect through your <https://lms.ksu.edu.sa/> page then follow these steps:

Step 1:

Blackboard Learn lms.ksu.edu.sa

جامعة الملك سعود
King Saud University

USERNAME
44*****

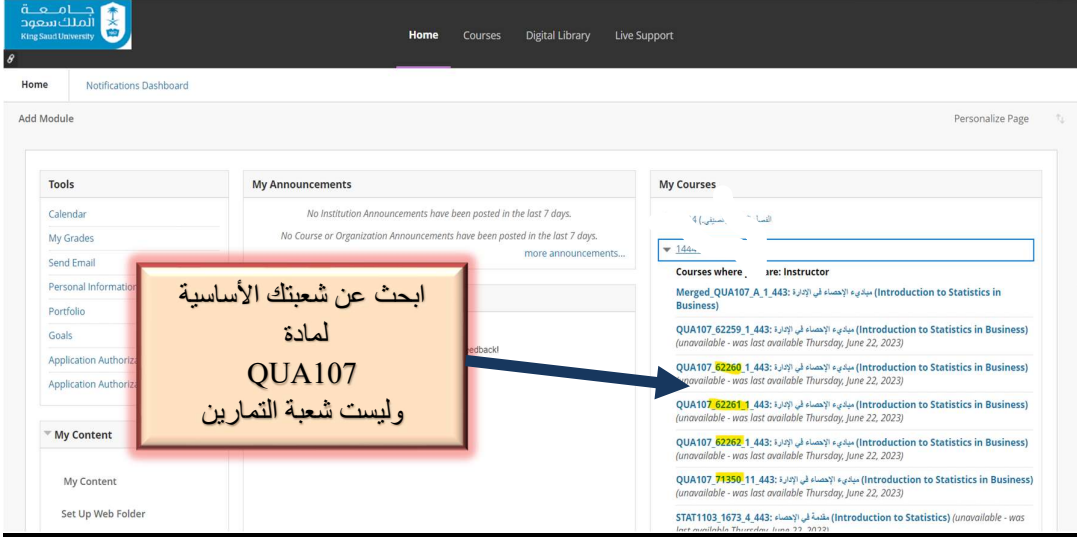
PASSWORD

Login

ادخل رقمك الجامعي
ثم الرقم السري

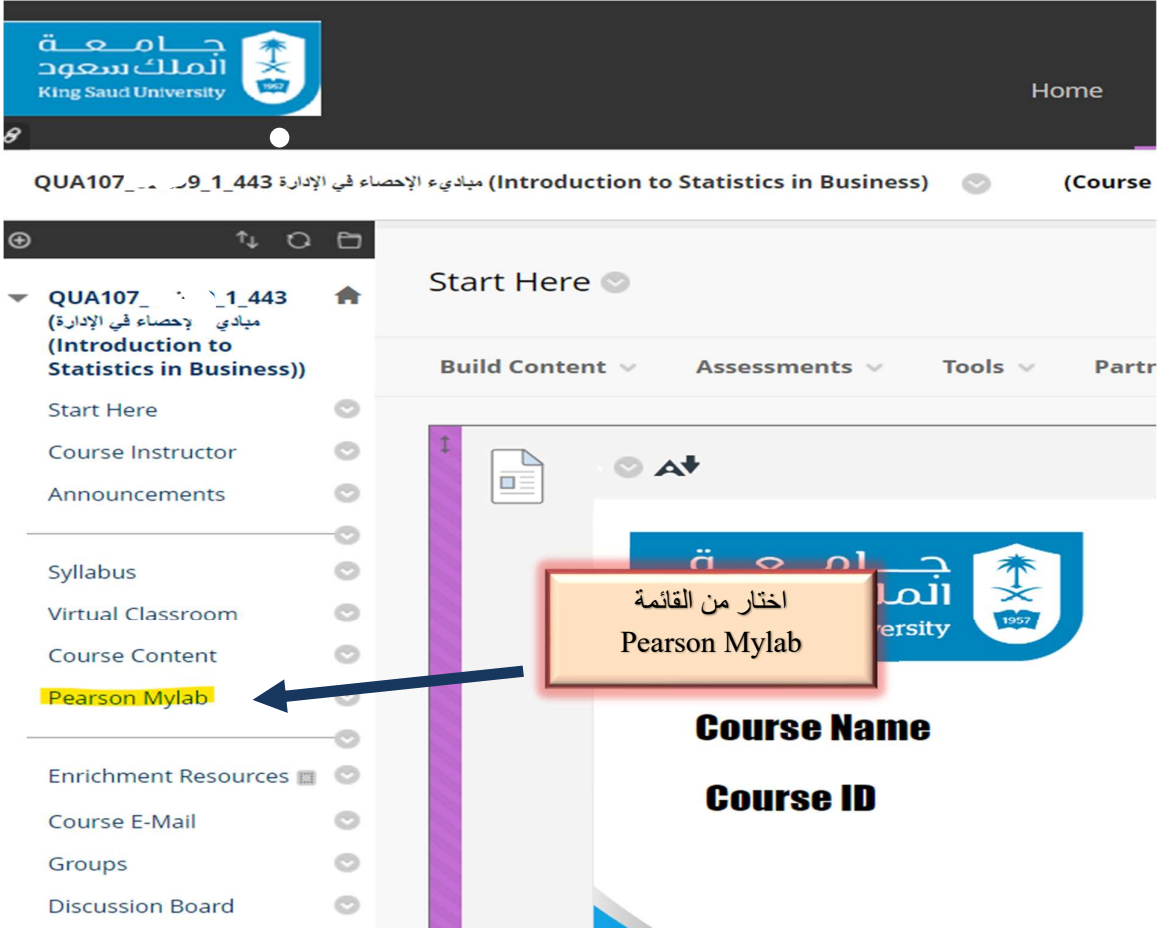
Technical Support | الدعم الفني

Step 2:



ابحث عن شعبتك الأساسية
لمادة
QUA107
وليست شعبة التمارين

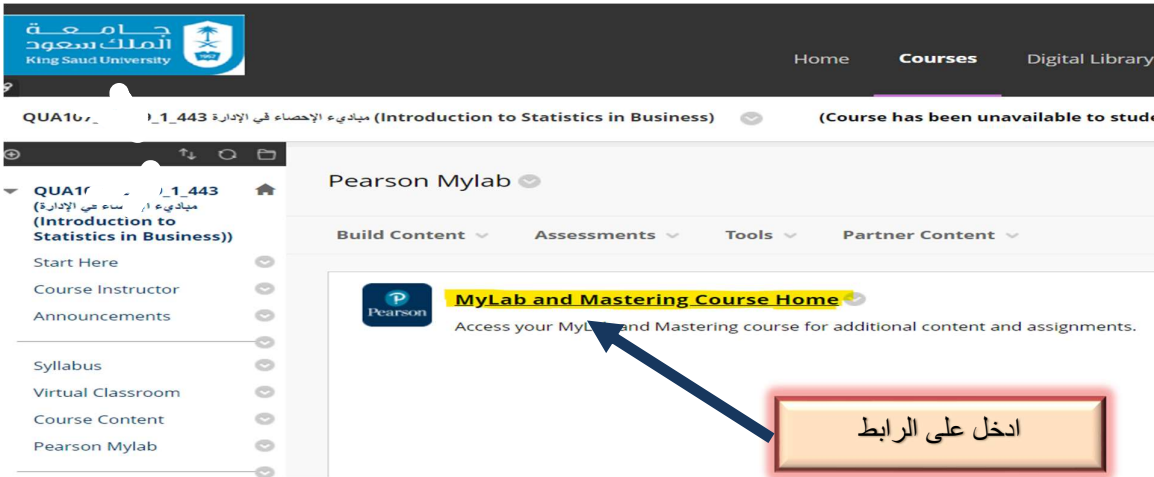
Step 3:



اختر من القائمة
Pearson Mylab

Course Name
Course ID

Step 4:

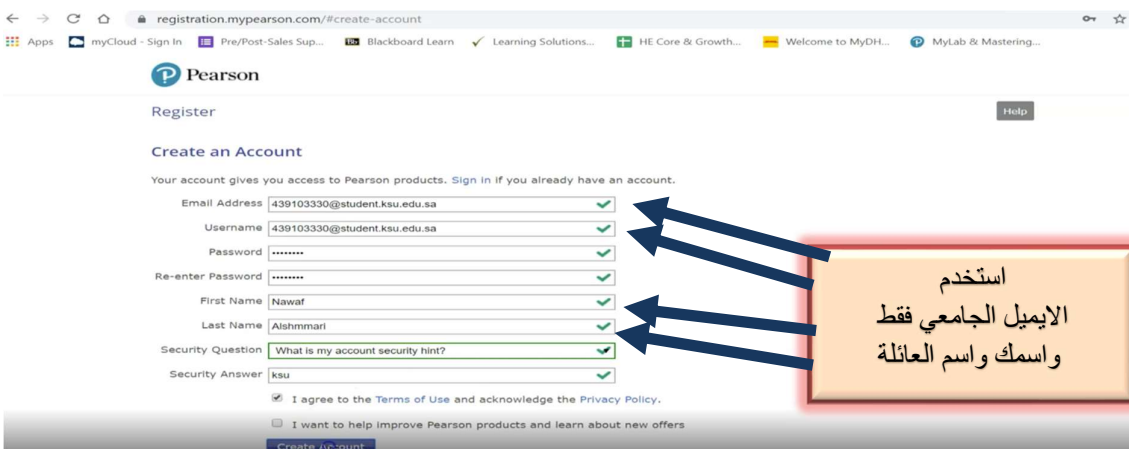


Step 5:

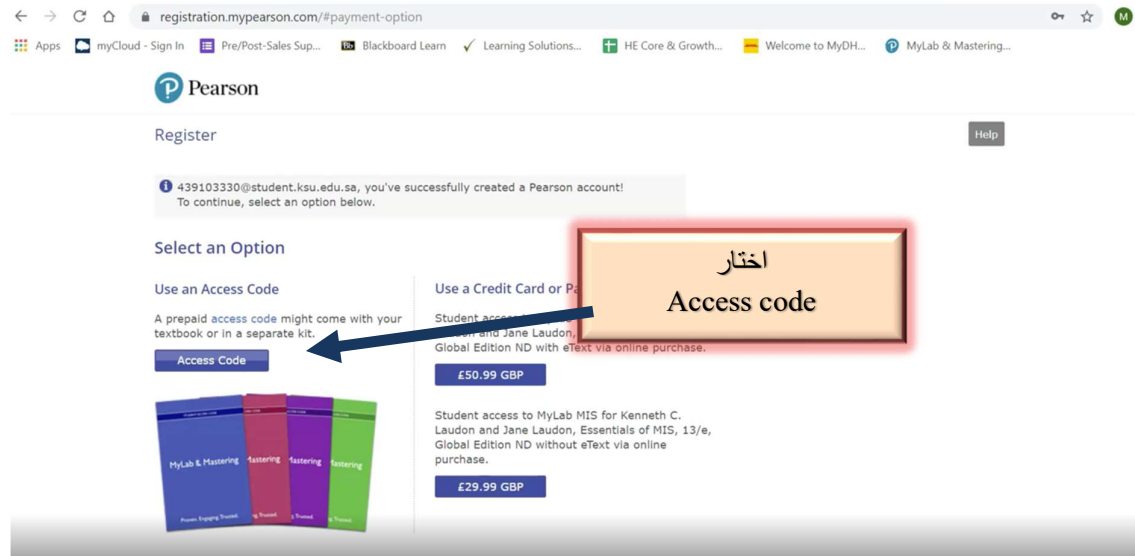


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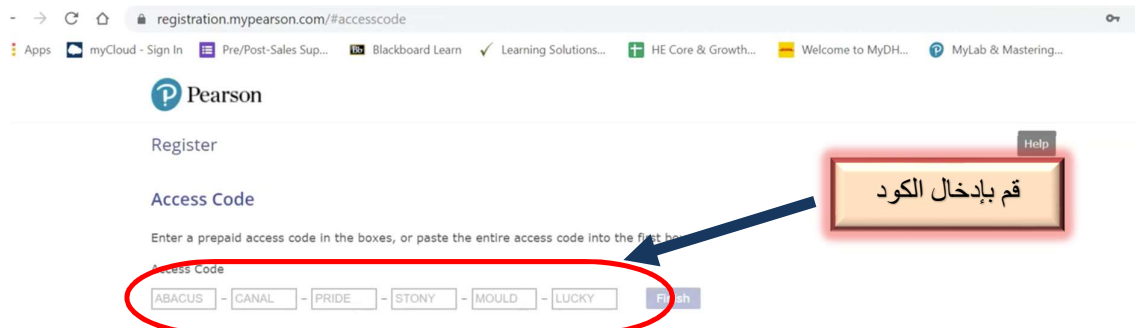
- Use your KSU Student Email.
- **Any other Emails will NOT be accepted; such as : Gmail, Yahoo, ... etc.**



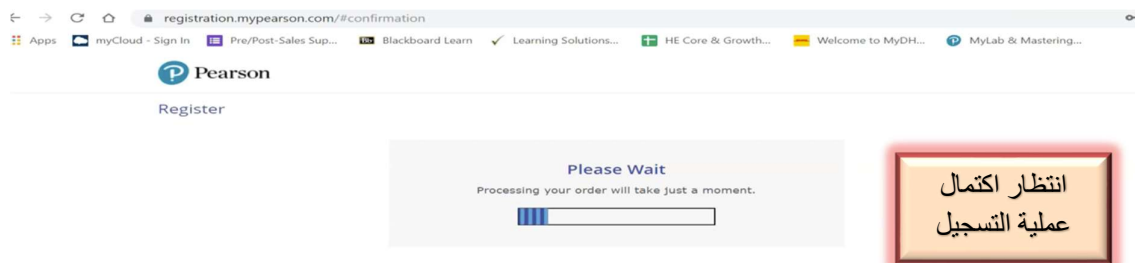
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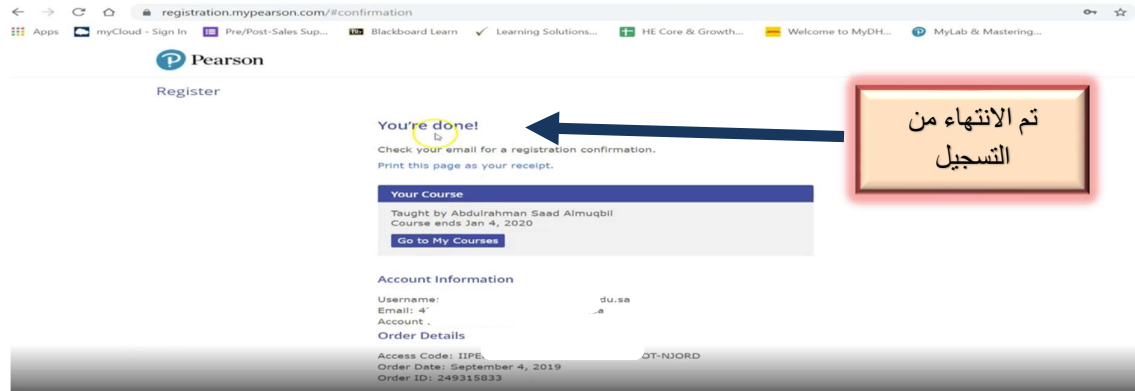
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Step 9:

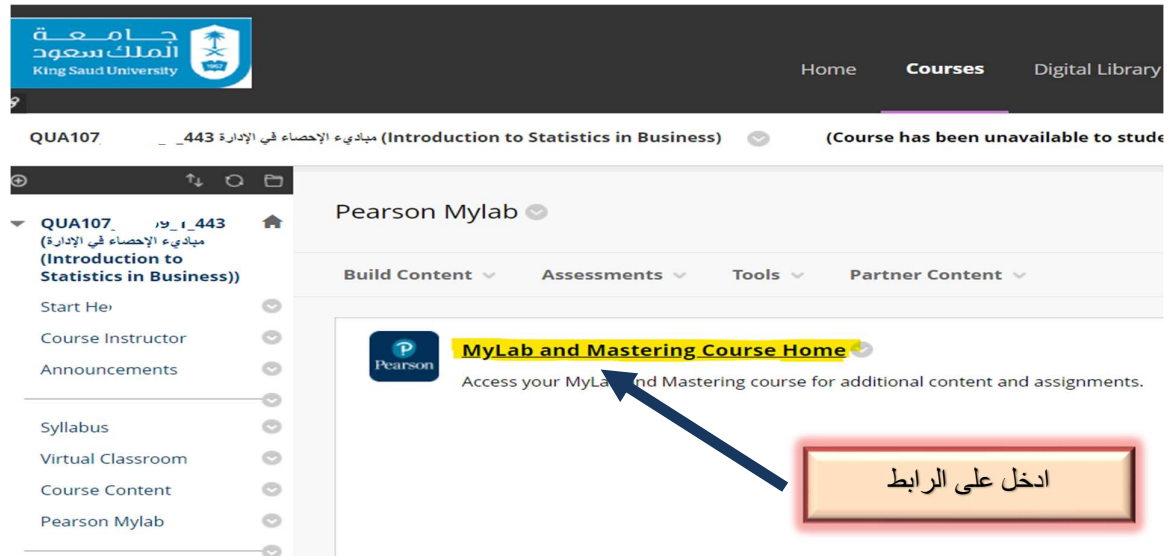


Step 10:



- للبدء في حل الواجبات والتكاليف الاخرى يتم الدخول على (البلاك بورد) ثم :

Step 1:



Step 2:

