

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

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**Batch : Semester 1 (1435/1436h)**

**Section: 23963- 23970-23972**

**Credit hours : 3**

**Number of Sessions : 42**

**Course Facilitator: Dr. Najwan H. Alsadat**

**Office : Building 3 2nd Floor, Office No. 185 E-mail: nalsadat@ksu.edu.sa**

**Lecture : day: 1, 3, 5, Time: 8-9, 10-11, 11-12**

**Office Hours : day: 1, 3, 5, Time: 9-10, 12-1**

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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 - 18	Describing Data : Numerical Measures
	Measures of central tendency <sup>2</sup>
	Measures of Dispersion
	<b>First Midterm (25 points) Monday (10/1/1436 - 3/11/2014) (12:00-1:00 PM)</b>
Sessions 19 - 21	Probability Theory
Sessions 22 - 24	Random Variables and Discrete Probability Distributions
Sessions 25 - 27	Continuous Probability Distributions
Sessions 28 - 33	Simple linear regression and correlation
	<b>Second Midterm (25 points) Wednesday (25/2/1436 -17/12/2014) (12:00-1:00 PM)</b>
Sessions 34 - 38	Time series analysis
Sessions 39 - 42	Index numbers
	<b>Participation and duties (10 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.