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

Batch : Semester 1 (1439/1440h)
Credit hours: 3 Number of Sessions : 42 (14 weeks)
Section: 40735
Course Facilitator: Dr.Manahil Eltayeb
Office : Building 3 , 2nd Floor, Office No. 118 E-mail: maltib@ksu.edu.sa
Website: https://fac.ksu.edu.sa/maltib/home
Lecture: Sunday, Tuesday and Thursday: 9-10
Office Hours : Sunday (11-12) Tuesday, Thursday (12-1).

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

Lectures	Content
2	Getting Started
4	Defining and Collecting Data Defining Variables – Collecting Data - Types of sampling methods - Types of survey errors
6	Organizing and Visualizing Variables • Organizing Categorical Variables • Organizing Numerical Variables. • Visualizing Categorical Variables. • Visualizing Numerical Variables.
6	Numerical Descriptive Measures • Measures of central tendency • Variation and Shape • Exploring Numerical Data • Numerical Descriptive Measures for population
	First Midterm (25 points) 13/2/1440 22/10/2018 3-4:30 PM
6	Basic Probability • Basic probability concepts • Conditional Probability • Multiplication Rule
6	Discrete Probability Distributions • Expected value and Variance, Standard Deviation of Discrete variable. • Binomial Distribution • Poisson Distribution

	Second Midterm(30 points) 13/3/1440 21/11/2018 3-4:30 PM
6	Continuous Probability Distributions • The Normal Distribution. • Evaluating Normality
	Assignment (5 points) **Final Exam (40 points)**

Text Book Recommended:

David M. Levine, Kathryn A. Szabat, David F. Stephan:
Business Statistics: A First Course, 7th Global Edition, Pearson.