

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

Batch : Semester 1 (1438/1439h)

Section: 23974

Credit hours : 3

Number of Sessions : 23974 (45)

Course Facilitator: Hesa Saleh Alawwad

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Lecture: Sunday, Tuesday, Thursday. 23974 (Time 10 AM to 12)

Office Hours : Sunday, Tuesday, Thursday Time 12:00 PM to 1:00 PM.....

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
	First Midterm (25 points) Monday (24/2/1439 - 13/11/2017) (3:00-4:30 PM)
Sessions 22 - 24	A survey of Probability Concepts
Sessions 25 - 29	Discrete Probability Distributions
Sessions 30- 38	Continuous Probability Distributions
	Second Midterm (25 points) Tuesday (24/3/1439 - 12/12/2017) (3:00-4:30 PM)
Sessions 39 - 40	Methods of sampling
Sessions 41 - 42	Concept of sampling distribution. Sampling distribution of sample mean.
	Participation (10 points)
	Final Exam (40 points)

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