

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 (1438/1439h)      Credit hours      : 3      Number of Sessions      : 42**  
**Section: 43466 & 43464 & 23965, 44973**  
**Course Facilitator: Dr .Manahil Kamal Eltiyb**  
**Office : Building 3 2nd Floor, Office No. 118      E-mail: Maltib@ksu.edu.sa**  
**Lecture: Sunday, Tuesday, Thursday**  
**09.00 AM to 10.00 AM (sec 23965) / 10.00 AM to 11.00 AM (sec 43466) /**  
**11.00 AM to 12.00 AM (sec 43464)**  
**Monday: 10.00 AM to 12.00 AM, Tuesday 01.00 PM to 02.00 PM (sec 44973)**  
**Office Hours : Sunday, Tuesday, Thursday (8-9), Tuesday & Thursday / (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 - 21	Describing Data : Numerical Measures
	Measures of central tendency / Measures of Dispersion
	Describing Data : Displaying and Exploring Data
	<b>First Midterm (25 points) Monday (24/2/1439 - 13/11/2017) (3:00-4:30 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) Tuesday (24/3/1439 - 12/12/2017) (3:00-4:30 PM)</b>
Sessions 39 - 40	Methods of sampling
Sessions 41 - 42	Concept of sampling distribution. Sampling distribution of sample mean.
	<b>Participation (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.