

Kookmin University

SYLLABUS

Course Title: Business Statistics

Course Number :

Credit Hours : 3/3

Class Hours: Tuesday E(15:00-16:15), Thursday E(15:00-16:15)

Location:

Offered Foreign Language : 영어

Prerequisites: Basic Statistics/ Basic Arithmetic

Name: Alejandro Ramirez

I. COURSE DESCRIPTION

This course will introduce students to business statistics, or the application of statistics in the workplace. Statistics is a course in the methods for gathering, analyzing, and interpreting data. This course will explain several scenarios in a business environment where data is used in order to make managerial decisions.

II. COURSE OBJECTIVES:

- 1. Describe and discuss the key terminology, concepts tools and techniques used in business statistical analysis.**
- 2. Critically evaluate the underlying assumptions of analysis tools.**

3. Understand and critically discuss the issues surrounding sampling and significance.
4. Discuss critically the uses and limitations of statistical analysis.
5. Solve a range of problems using the techniques covered.

III. STRESSED AREA OF COMPETENCIES

Humanities	Communication	Global Awareness	Creativity	Specialization
0	20%	0	10%	70%

IV. PREREQUISITES AND REQUIREMENTS (OPTIONAL)

1. Access to MS Excel software. This requirement is mandatory as all the practical cases will be done using MS Excel.
2. Students must have basic knowledge of Excel functions. It is recommended that students have some basic knowledge of excel functions. Some information can be found on the following link
3. <http://www.excelfunctions.net/Basic-Excel.html>

V. COURSE COMPONENTS

Lecture	Seminar	Lab/Studio	Field Work	Project/ Presentation	Production	Other
Yes	No	No	No	Yes	No	No

VI. ASSESMENT

Midterm	Final	Quiz	Projects	Assignment	Attendance
20%	20%	-	30%	20%	10%

VII. ASSIGNMENT/TASKS (OPTIONAL)

TYPE	TITLE	SUBMISSION DUE
Assignments	Class Exercises	Mid-Term/Last Week

VIII. TEXTBOOKS

TYPE	TITLE	AUTHOR	PUBLISHER	YEAR PUBLISHED	ISBN
Optional	Practical Business Statistics 7 th Edition	Andrew F. Siegel	Elsevier	2016	978-0-12-804250-2

IX. OTHER REQUIREMENTS /GUIDELINES

All data sets and study guides will be given in class in electronic format. It is responsibility of the students to download all the materials from the website that will be provided in class.

- a. In order to receive a passing grade, a student must satisfactory comply the mandatory requirements of the subject such as:
 1. Attendance at lectures and tutorial sessions.
 2. Submission of assignments, projects and final class requirement
 3. Passed all major examinations

- b. Mandatory work which must be submitted:
 1. Students must present the given homework at the beginning of each class.
 2. By the end of the semester a portfolio of the tutorial material and exercises should be submitted.
 3. Final assignment and presentation materials should be submitted on the stipulated day; late submissions will not be accepted.

X. WEEKLY SCHEDULE

WEEK	DATE	TOPIC	OTHER
1		Overview of Statistics	
2		Data Structures	
3		Histograms	
4		Landmark Summary	
5		Variability	
6			
7		Revision	
8	Mid-Term		
9		Pivot Tables Summarizing	
10		Writing reports	
11		Probability	
12		Regression /multiple regression	
13		Hypothesis Testing	
14			
15			
16	Final Exam		

