

<b>1. Title of subject</b>	<b>Business Statistics</b>	
<b>2. Subject code</b>	FSBN 111	
<b>3. Status of subject</b>	Core	
<b>4. Stage</b>	Foundation	
<b>5. Credit Hour</b>	3 ( 3 hours per week X 14 weeks)	
<b>6. Pre-Requisite</b>	Business Mathematics	
<b>7. Assessment</b>	Coursework : 60% Final Examination : 40% Total : 100%	
<b>8. Semester</b>	Semester 2	
<b>9. Objective of subject</b>	To introduce the fundamentals of business statistics for the foundation course.	
<b>10. Synopsis of subject</b>	This course introduces students to basic methods of empirical inquiry in social sciences studies. The majority of studies test hypotheses, empirically fit models, produces predictions, or estimate policy impacts based upon some form of quantitative or statistical analysis. The course will provide a solid foundation in statistical inference, enabling students to become a competent producer of basic statistical research. In addition, the skills acquired will enable the student to become a somewhat more sophisticated consumer of more advanced research methodologies.	
<b>11. Details of subject</b>	<b>Contents</b>	<b>Hours</b>
<b>Week 1</b>	<b>TOPIC: INTRODUCTION TO STATISTICS AND COLLECTION OF DATA</b>	3
	<b>Learning Outcomes:</b>  After attending the lesson, the students should be able to: <ul style="list-style-type: none"> <li>▪ describe the statistical process;</li> <li>▪ classify the data collected;</li> <li>▪ identify the sources of data;</li> <li>▪ identify the primary and secondary data;</li> <li>▪ identify the sampling methods of collecting raw data.</li> </ul>	

	<p><b>Activity:</b> Tutorial Questions</p>	
	<p><b>Further reading for this lesson:</b> Chapter 1 Lind, D. A., Marchal, W. G., &amp; Wathen, S. A. (2005). <i>Basic Statistics for Business and Economics</i> (5<sup>th</sup> ed.). McGraw Hill.</p> <p>Chapter 1 Curwin, J., &amp; Slater, R. (2000). <i>Quantitative Methods for Business Decisions</i> (4<sup>th</sup> ed.). Thompson Learning.</p>	
<b>Week 2</b>	<p><b>TOPIC: TABULATION OF DATA</b></p>	<b>3</b>
	<p><b>Learning Outcomes:</b></p> <p>After attending the lesson, the students should be able to:</p> <ul style="list-style-type: none"> <li>▪ identify and draw three types of tables – simple, frequency distribution and cumulative frequency tables.</li> </ul>	
	<p><b>Activity:</b> Tutorial Questions</p>	
	<p><b>Further reading for this lesson:</b> Chapter 2 Lind, D. A., Marchal, W. G., &amp; Wathen, S. A. (2005). <i>Basic Statistics for Business and Economics</i> (5<sup>th</sup> ed.). McGraw Hill.</p> <p>Chapter 2 Curwin, J., &amp; Slater, R. (2000). <i>Quantitative Methods for Business Decisions</i> (4<sup>th</sup> ed.). Thompson Learning.</p>	
<b>Week 3</b>	<p><b>TOPIC: PRESENTATION OF DATA</b></p>	<b>3</b>
	<p><b>Learning Outcomes:</b></p> <p>After attending the lesson, the students should be able to draw:</p> <ul style="list-style-type: none"> <li>▪ Pictogram</li> <li>▪ Pie chart</li> <li>▪ Bar chart</li> <li>▪ Line chart</li> <li>▪ Band chart</li> </ul>	
	<p><b>Activity:</b> Tutorial Questions</p>	

	<p><b>Further reading for this lesson:</b> Chapter 2 Lind, D. A., Marchal, W. G., &amp; Wathen, S. A. (2005). <i>Basic Statistics for Business and Economics</i> (5<sup>th</sup> ed.). McGraw Hill.</p> <p>Chapter 2 Curwin, J., &amp; Slater, R. (2000). <i>Quantitative Methods for Business Decisions</i> (4<sup>th</sup> ed.). Thompson Learning.</p>	
<b>Week 4</b>	<b>TOPIC: PRESENTATION OF DATA</b>	<b>3</b>
	<p><b>Learning Outcomes:</b></p> <p>After attending the lesson, the students should be able to draw:</p> <ul style="list-style-type: none"> <li>▪ Histogram</li> <li>▪ Frequency polygon</li> <li>▪ Cumulative frequency polygon</li> </ul>	
	<p><b>Activity:</b> Tutorial Questions</p>	
	<p><b>Further reading for this lesson:</b> Chapter 2 Lind, D. A., Marchal, W. G., &amp; Wathen, S. A. (2005). <i>Basic Statistics for Business and Economics</i> (5<sup>th</sup> ed.). McGraw Hill.</p> <p>Chapter 2 Curwin, J., &amp; Slater, R. (2000). <i>Quantitative Methods for Business Decisions</i> (4<sup>th</sup> ed.). Thompson Learning.</p>	
<b>Week 5</b>	<b>TOPIC: PRESENTATION OF DATA</b>	<b>3</b>
	<p><b>Learning Outcomes:</b></p> <p>After attending the lesson, the students should be able to draw:</p> <ul style="list-style-type: none"> <li>▪ Z-chart</li> <li>▪ Lorenz curve</li> <li>▪ Semi-logarithmic graph</li> </ul>	
	<p><b>Activity:</b> Tutorial Questions</p>	
	<p><b>Further reading for this lesson:</b> Chapter 2 Lind, D. A., Marchal, W. G., &amp; Wathen, S. A. (2005). <i>Basic Statistics for Business and Economics</i> (5<sup>th</sup> ed.). McGraw Hill.</p> <p>Chapter 2 Curwin, J., &amp; Slater, R. (2000). <i>Quantitative Methods for Business Decisions</i> (4<sup>th</sup> ed.). Thompson Learning.</p>	

<b>Week 6</b>	<b>TOPIC: MEASURE OF CENTRAL LOCATION</b>	3
	<b>Learning Outcomes:</b>  After attending the lesson, the students should be able to:  <ul style="list-style-type: none"> <li>▪ calculate mean, median and mode. (The computations involve sets of data items, ungrouped frequency distributions.)</li> </ul>	
	<b>Activity:</b> Tutorial Questions	
	<b>Further reading for this lesson:</b> Chapter 3 Lind, D. A., Marchal, W. G., & Wathen, S. A. (2005). <i>Basic Statistics for Business and Economics</i> (5 <sup>th</sup> ed.). McGraw Hill.  Chapter 3 Curwin, J., & Slater, R. (2000). <i>Quantitative Methods for Business Decisions</i> (4 <sup>th</sup> ed.). Thompson Learning.	
<b>Week 7</b>	<b>REVISION AND TEST (WEEK 1 - WEEK 6)</b>	3
<b>Week 8</b>	<b>TOPIC: MEASURE OF CENTRAL LOCATION</b>	3
	<b>Learning Outcomes:</b>  After attending the lesson, the students should be able to :  <ul style="list-style-type: none"> <li>▪ calculate mean, median and mode. (The computations involve the grouped frequency distributions.)</li> </ul>	
	<b>Activity:</b> Tutorial Questions	
	<b>Further reading for this lesson:</b> Chapter 3 Lind, D. A., Marchal, W. G., & Wathen, S. A. (2005). <i>Basic Statistics for Business and Economics</i> (5 <sup>th</sup> ed.). McGraw Hill.  Chapter 3 Curwin, J., & Slater, R. (2000). <i>Quantitative Methods for Business Decisions</i> (4 <sup>th</sup> ed.). Thompson Learning.	
<b>Week 9</b>	<b>TOPIC: MEASURE OF DISPERSION AND SKEWNESS</b>	3

	<p><b>Learning Outcomes:</b></p> <p>After attending the lesson, the students should be able to:</p> <ul style="list-style-type: none"> <li>calculate range, coefficient of range, inter quartile range, quartile deviation, coefficient of variation and the skewness of a distribution.</li> </ul> <p>(The computations involve sets of data items, ungrouped frequency distributions.)</p>	
	<p><b>Activity:</b></p> <p>Tutorial Questions</p>	
	<p><b>Further reading for this lesson:</b></p> <p>Chapter 3 Lind, D. A., Marchal, W. G., &amp; Wathen, S. A. (2005). <i>Basic Statistics for Business and Economics</i> (5<sup>th</sup> ed.). McGraw Hill.</p> <p>Chapter 4 Curwin, J., &amp; Slater, R. (2000). <i>Quantitative Methods for Business Decisions</i> (4<sup>th</sup> ed.). Thompson Learning.</p>	
<b>Week 10</b>	<p><b>TOPIC: MEASURE OF DISPERSION AND SKEWNESS</b></p>	<b>3</b>
	<p><b>Learning Outcomes:</b></p> <p>After attending the lesson, the students should be able to:</p> <ul style="list-style-type: none"> <li>calculate range, coefficient of range, inter quartile range, quartile deviation, coefficient of variation and the skewness of a distribution.</li> </ul> <p>(The computations involve the grouped frequency distributions.)</p>	
	<p><b>Activity:</b></p> <p>Tutorial Questions</p>	
	<p><b>Further reading for this lesson:</b></p> <p>Chapter 3 Lind, D. A., Marchal, W. G., &amp; Wathen, S. A. (2005). <i>Basic Statistics for Business and Economics</i> (5<sup>th</sup> ed.). McGraw Hill.</p> <p>Chapter 4 Curwin, J., &amp; Slater, R. (2000). <i>Quantitative Methods for Business Decisions</i> (4<sup>th</sup> ed.). Thompson Learning.</p>	
<b>Week 11</b>	<p><b>TOPIC: CORRELATION AND REGRESSION ANALYSIS</b></p>	<b>3</b>

	<p><b>Learning Outcomes:</b></p> <p>After attending the lesson, the students should be able to:</p> <ul style="list-style-type: none"> <li>▪ calculate the Pearson correlation coefficient of two variables</li> <li>▪ build up the regression equation of two variables using the regression mode of a scientific calculator</li> </ul> <p>(This topic involves only the linear relationship of two variables.)</p> <p><b>Activity:</b> Tutorial Questions</p> <p><b>Further reading for this lesson:</b> Chapter 11 Lind, D. A., Marchal, W. G., &amp; Wathen, S. A. (2005). <i>Basic Statistics for Business and Economics</i> (5<sup>th</sup> ed.). McGraw Hill.</p> <p>Chapters 13 and 14 Curwin, J., &amp; Slater, R. (2000). <i>Quantitative Methods for Business Decisions</i> (4<sup>th</sup> ed.). Thompson Learning.</p>	
<b>Week 12</b>	<p><b>TOPIC: TIME SERIES ANALYSIS</b></p> <p><b>Learning Outcomes:</b></p> <p>After attending the lesson, the students should be able to:</p> <ul style="list-style-type: none"> <li>▪ identify the components of a time series analysis;</li> <li>▪ use the moving average methods for forecasting.</li> </ul> <p><b>Activity:</b> Tutorial Questions</p> <p><b>Further reading for this lesson:</b> -</p>	3
<b>Week 13</b>	<p><b>TOPIC: TIME SERIES ANALYSIS</b></p> <p><b>Learning Outcomes:</b></p> <p>After attending the lesson, the students should be able to:</p> <ul style="list-style-type: none"> <li>▪ calculate the trend for forecasting;</li> <li>▪ draw the histogram.</li> </ul> <p><b>Activity:</b> Tutorial Questions</p> <p><b>Further reading for this lesson:</b> -</p>	3

<b>Week 14</b>	<b>REVISION CLASS AND TEST ( WEEK 8 – WEEK 13 )</b>		3
	<b>Total</b>		42
<b>12. Text</b>	<b>Compulsory</b>	Lind, D. A., Marchal, W. G., & Wathen, S. A. (2005). <i>Basic Statistics for Business and Economics</i> (5 <sup>th</sup> ed.). McGraw Hill.	
	<b>Reference</b>	Curwin, J., & Slater, R. (2000). <i>Quantitative Methods for Business Decisions</i> (4 <sup>th</sup> ed.). Thompson Learning.  Francis, A. (2004). <i>Business Mathematics and Statistics</i> (6 <sup>th</sup> ed.). Thomson Business Press.	