



Course Specifications

Course Title:	Business Statistics-I
Course Code:	MGT 110
Program:	BSBA
Department:	Management
College:	College of Business Administration, Alkharj
Institution:	Prince Sattam bin Abdulaziz University

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A. Course Identification

1. Credit hours: 4 (4+0+0)
2. Course type
a. University <input type="checkbox"/> College <input checked="" type="checkbox"/> Department <input type="checkbox"/> Others <input type="checkbox"/>
b. Required <input checked="" type="checkbox"/> Elective <input type="checkbox"/>
3. Level/year at which this course is offered: Third Level / Second Year
4. Pre-requisites for this course (if any): None
5. Co-requisites for this course (if any): None

6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	40	91
2	Blended		
3	E-learning	4	9
4	Distance learning		
5	Other		

7. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	Lecture	44
2	Laboratory/Studio	
3	Tutorial	
4	Others (specify)	
	Total	

B. Course Objectives and Learning Outcomes

1. Course Description

The overall objective of the course is to teach the student basics of statistics and its application in Business Administration to enhance his ability of making decisions. The following topics will be discussed: Collecting and arranging statistical data (types of data, sampling and types of sampling, survey design, statistical tables and graphs), analyzing statistical data (measures of central tendency and dispersion), introduction to probability and probability distributions, Introduction to correlation and simple linear regression, introduction to estimation and hypothesis testing.

2. Course Main Objective

- Demonstrate the concepts of statistics, sampling, survey design and sampling error.
- Illustrate the data, data types, data collection methods and data measurement levels.
- Illustrate and interpret the frequency distribution and various graphs.
- Compute and interpret the measure of central tendency and dispersion, simple correlation and regression.
- Compute, illustrate and interpret the probability and probability distribution.
- Demonstrate the estimation and hypothesis testing.

3. Course Learning Outcomes

CLOs		Aligned PLOs
1	Knowledge and Understanding	
1.1	List methods for the analysis and synthesis of data using a range of mathematical techniques, supported by appropriate software to inform business decision	K-2
1.2	Recognize the process and practices for the effective management of organizations and decision making within them	K-6
1.3		
1...		
2	Skills :	
2.1	Analyse, synthesize and apply the knowledge and understanding of concepts and theories described in the knowledge category above to business problems	C-2
2.2	Create, evaluate and assess arrange of options together with the capacity to apply ideas and knowledge to a range of business situations using appropriate quantitative and qualitative skill	C-3
2.3	Interpret, extrapolate, including data analysis, to issues and problems in business by applying numeracy and quantitative skill	C-4
2...		
3	Values:	
3.1	Use elementary mathematical concepts	
3.2		
3.3		
3...		

C. Course Content

No	List of Topics	Contact Hours
1	Basic Concept of Statistics: Definition of Business Statistics, collection and arrangement of statistical data, Data types and data measurement level: Nominal, ordinal, interval and ratio data, Graphical presentation of data: histogram, frequency polygon, cumulative frequency curve (ogive), bar chart and pie chart. Sampling and types of sampling, Survey design.	8
2	Measures of Central tendency, Measures of Dispersion, Correlation and simple Linear Regression: Concept of measure of central tendency and calculation of mean, median, mode, Weighted mean, concept of measure of dispersion and calculation of range, mean deviation and standard deviation, Coefficient of variation. Correlation Coefficient, Simple Linear Regression, Sampling error.	9
3	Probability: Introduction to probability, methods of assigning probabilities- Classical, Relative frequency and Subjective probability. Important terms in Probability- Experiment, Event, Elementary events, Sample Space, Union and Intersection, Mutually Exclusive events, Dependent & Independent events, Exhaustive events and Complementary events. Marginal, Union, Joint and Conditional Probabilities, Decision tree approach. Addition & Multiplication laws of probability.	9

4	Theoretical Probability Distribution: An introduction to discrete probability distribution- Binomial and Poisson distribution with their characteristics, using the binomial and poisson table. Continuous probability distribution- Normal distribution, Probability density function of Normal distribution, Standardized Normal distribution.	9
5	Estimation & Hypothesis testing: point and confidence interval estimates for a population mean, determination of required sample size for estimating a population mean. The concept of hypothesis testing, Formulating Hypothesis- Null and Alternative hypothesis, critical values and level of significance, Type-I and Type-II errors, Power of the test and Power curve.	9
...		
Total		44

D. Teaching and Assessment

1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.0	Knowledge and Understanding		
1.1	List methods for the analysis and synthesis of data using a range of mathematical techniques, supported by appropriate software to inform business decision @K-2	<ul style="list-style-type: none"> Class lectures. 	<ul style="list-style-type: none"> Quizzes Assignments Exams
1.2	Recognize the process and practices for the effective management of organizations and decision making within them @K-6	<ul style="list-style-type: none"> Class lectures. 	<ul style="list-style-type: none"> Quizzes Assignments Exams
...			
2.0	Skills		
2.1	Analyse, synthesize and apply the knowledge and understanding of concepts and theories described in the knowledge category above to business problems@C-2	Class lectures	<ul style="list-style-type: none"> Quizzes Assignments Exams
2.2	Create, evaluate and assess arrange of options together with the capacity to apply ideas and knowledge to a range of business situations using appropriate quantitative and qualitative skill@C-3	<ul style="list-style-type: none"> Class lectures Mini Project 	<ul style="list-style-type: none"> Exams Assignments Rubric
2.3	Interpret, extrapolate, including data analysis, to issues and problems in business by applying numeracy and quantitative skill@C-4	<ul style="list-style-type: none"> Class lectures Solving numerical questions Mini Projects 	<ul style="list-style-type: none"> Exams Assignments Rubric
3.0	Values		
3.1	Effective work in solving numerical exercises	Class participation	

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
3.2			
...			

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Assignment	At least 2 assignments	5
2	Midterm -I	6th	15
3	Midterm -II	12th	15
4	Quizzes	At least 2 quizzes	10
5	Mini Project	13 th	5
6	Final Examination	16th	50
7	Total		100

*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

E. Student Academic Counseling and Support

Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice :

Each and every faculty member of management department is required to assign 6 hours per week as office hours for students' consultation and guide. Students are informed in the beginning of the classes about the office hours.

F. Learning Resources and Facilities

1.Learning Resources

Required Textbooks	David F.Grolbner, Patrick W.Shannon, Phillip C.Fry, & Kent D.Smith (2008), Business Statistics: A Decision Making Approach, Pearson-Prentice Hall, N.J.
Essential References Materials	<ul style="list-style-type: none"> Farouk Benghezal (2011), Statistics for Business, Arab world Edition, Pearson Education Limited, ISBN:978-1-4082-6980-0 Ken Black (2007), "Business Statistics for Contemporary Decision Making", John Wiley & Sons, 4/E.
Electronic Materials	<ul style="list-style-type: none"> http://home.ubalt.edu/ntsbarsh/Business-stat/opre504.htm http://en.wikipedia.org/ http://www.statsoft.com/textbook/basic-statistics/ http://apastyle.apa.org/ http://www.docstyles.com/
Other Learning Materials	MS Excel and the relevant websites

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	Lecture room with capacity of at least 30 seats
Technology Resources (AV, data show, Smart Board, software, etc.)	Computer with MS Office and internet connection
Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
1. Strategy for Obtaining Student Feedback on Effectiveness of Teaching.	Students	At the end of each academic semester, students' feedback is taken. A survey form entitled, <i>Course Evaluation Survey</i> provided by NCAAA is administered regularly and the results are communicated to the concerned faculty members.
2. Other Strategies for Evaluation of Teaching by the Program/Department Instructor	Course Instructor	At the end of each semester the course instructor prepares the course report, wherein the difficulties faced during the semester with their solution in the form of <i>Action Plan</i> are reported.
3. Processes for Improvement of Teaching.	Peer observer	Peer-observation of Teaching faculty has been implemented in order to ensure the development & improvement of teaching methodology and instruction methods.
4. Processes for Verifying Standards of Student Achievement (e.g., check marking by an independent member teaching staff of a sample of student work, periodic exchange and remarking of tests or a sample of assignments with staff at another institution)	Independent Faculty	Check marking of the students' final examination answer sheet is done by the independent faculty member. Providing samples of all kind of assessment in the departmental course portfolio of each course. Conducting standard examination.
5 Describe the planning arrangements for periodically reviewing course effectiveness and	Head of Department and faculty members	The course material and learning outcomes are periodically reviewed and the changes to be taken are

Evaluation Areas/Issues	Evaluators	Evaluation Methods
planning for improvement.		approved in the departmental and higher councils. The head of department and faculty take the responsibility of implementing the proposed changes

Evaluation areas (e.g., Effectiveness of teaching and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)

Evaluators (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

Assessment Methods (Direct, Indirect)

H. Specification Approval Data

Council / Committee	
Reference No.	
Date	