MARMARA UNIVERSITY - Faculty of Business Administration

Business Administration (in English)

SYLLABUS

2018-2019 Fall Semester

Course Code	Course Title	Type of Course	Course Group * for electives	Weekly Course Hours T	Weekly Course Hours P	ECTS Credits	Prerequisite to minimum letter grade
STAT2005	Business Statistics	Compulsory		3	0	5	
Prerequisite		Minimum grade				Grade	
Language of Instruction							
Course Lecturer							
Short Course Content	This course covers types of data, and data collection, methods, methods for describing sets of data - graphical methods, measures of central tendency and variability, methods for detecting, outliers and other descriptive techniques, probability, probability, distributions for discrete random variables binomial distribution, Poisson distribution and hypergeometric distribution, probability distributions for continuous random variables - normal distribution, other continuous distributions: uniform and exponential, sampling distribution and central limit theorem. This course covers inferences based on a single sample: estimation with confidence, intervals, inferences based on a single sample: tests of						
Course Objectives	Modern businesses and contemporary managers make use of quantitative methods to reduce uncertainty in the environment to be able to make correct decisions. To reduce uncertainty, information is required which is obtained by processing data. The objective of this course is to teach how to classify, summarize, analyse, and present the collected data to obtain information that will increase the probability of making correct decisions. Descriptive statistics subjects are the main topics in this course. The concept of probability and probability distributions are also introduced. The objective of the course is to help students to understand theoretical characteristics of inferential statistical methods and						
Recommended or Required Reading	1. McClave, J.T., Benson, P.G., & Sincich, T. (2014). Statistics for Business and Economics, 12th Ed. Boston, MA:Pearson Education Inc.						
Learning Outcomes	1. Learn a wide variety of data analysis techniques						
	2. Develop statistical thinking to assess the credibility and value of inferences made from data						
	3. Learn how to evaluate data and make informed business decisions						
	4. Learn how to build models for decision making						
	5. Learn how to use statistics effectively in a business environment						
Planned Learning Activities and Teaching Methods							

WEEK	Date	Course Contents
Week 1		Statistics, Data, and Statistical thinking
Week 2		Types of Data, and Data Collection Methods, Methods for Describing Sets of Data - Graphical Methods
Week 3		Measures of Central Tendency and Variability, Methods for Detecting Outliers and Other Descriptive Techniques
Week 4		Probability, Discrete Random Variables - Binomial Distribution
Week 5		Discrete Random Variables - Poisson Distribution and Hypergeometric Distribution
Week 6		Discrete Random Variables - Poisson Distribution and Hypergeometric Distribution
Week 7		Continuous Random Variables - Normal Distribution, Sampling Distribution and Central Limit Theorem
Week 8		Midterm(s)
Week 9		Inferences Based on a Single Sample: Estimation with Confidence Intervals
Week 10		Inferences Based on a Single Sample: Tests of Hypothesis
Week 11		Inferences Based on Two Samples: Confidence Intervals and Tests of Hypotheses
Week 12		Analysis of Variance
Week 13		Categorical Data Analysis
Week 14		Simple Linear Regression
Week 15		Multiple Regression and Model Building
Week 16		Study week
Week 17		Final

Assessment Methods and	Assessment Method	Quantity	Date	Weight in Total (%)	Weight in Semester Evaluation (%)
	Final Exam	1		50	0
	Final Make-up Exam (if exists)	1		50	0
	Semester Evaluation			50	100
	Midterm(s)	1		50	100,0

Criteria					
	Quiz(zes)				
	Project(s)				
	Homework(s)				
	Laboratory				
	Other				

*** *ECTS Credit Calculation* ***

Evaluation Tool	**Hour/Quantity**	**Student Workload Hours**		**Evaluation Tool**	**Quantity**	**Student Workload Hours**
Theoretical hours	3,0	42,0		Quiz & preparation	0	0,0
Applied hours	0,0	0,0		Homework		
Laboratory	0,0	0,0		Project	0	0,0
Pre-class self study				Research and presentation		
Post-class self study				Seminar		
Post-application self study				Field study		
Exam preparation & Midterm	40	40,0		Atelier		
Exam preparation & Final	45	45,0		Other		
				GENERAL TOTAL :	88,0	127,0
				Recommended ECTS Credit (Total Hours / 25) :		5