

Syllabus [2025Year 1 Term]

Course Information

Course Title	Business Statistics	Credits	3
Course Code	469550-1	Required/Elective (For Undergraduate Courses)	basic Major
Department or Major	Department of International Business Administration	Language	English
Methods of Teaching		Lecture Room	수7,8,9/ 금7,8,9(국제307)
Time Allotment	Lecture(3) Experiments(0) Trainging & Practice(0) Performance(0) Designing & Planning(0)	Cyber Lectures	
Course Type	offline		

Lecturer

Lecturer	Name	Koo, Hyojung	Rank	Non-tenure track Assistant Professor	Final Academic Degree	철학박사
	Department & college	Department of International Business Administration		Office		
	Office Phone Number	—		e-mail	betterme@dankook.ac.kr	
	Field of Interest					

Course Summary

Course Description	<p>This course will introduce you to business statistics, or the application of statistics in the workplace. Statistics is a course in the methods for gathering, analyzing, and interpreting data.</p> <p>In this course, you will learn how to apply statistical tools to analyze data, draw conclusions, and make predictions of the future. The course will begin with data distributions, followed by probability analysis, sampling, hypothesis testing, inferential statistics, and, finally, regression.</p> <p>The objective of this course is to provide the student with an introduction to the basic theory of statistics and to provide them with an opportunity to develop their skills in management decision-making (by gathering and analyzing data). The majority of the in-class lessons will focus on material from the textbook.</p>
Description Related Courses	

Course Goals	The aim of this course is to enable the students to understand the meaning, definition, nature, importance and limitations of statistics and learn a variety of skills and techniques that are essential for statistical analysis in business.
Projected Results	Given circumstances in business world, students can make a better decision using business statistics.
Percentage of the original language classes(%)	

Syllabus

Times	Lecture Topic	Lecture Goals	Lecture Methods	Assignments
1	<ul style="list-style-type: none"> • Introduction to course • Introduction to statistics 			ch1, 2
2	<ul style="list-style-type: none"> • Introduction to basic probability • Visualizing the data • Describing the data 			ch2, 3
3	<ul style="list-style-type: none"> • Describing the data • Probability Concepts 			ch4, 5
4	<ul style="list-style-type: none"> • Distributions (discrete probability) 			Ch6 Quiz1
5	<ul style="list-style-type: none"> • Distributions (continuous probability) 			Ch7
6	<ul style="list-style-type: none"> • Sampling 			Ch8
7	Midterm		exam	
8	<ul style="list-style-type: none"> • Estimating parameters and confidence intervals 			Ch9
9	<ul style="list-style-type: none"> • Hypothesis testing (single population) 			Ch10
10	<ul style="list-style-type: none"> • Hypotheses testing (two populations) 			Ch11
11	<ul style="list-style-type: none"> • Hypotheses testing (two populations) 			Ch11
12	<ul style="list-style-type: none"> • Analysis of variance 			Ch12 Quiz2
13	Excel and R coding			
14	Excel and R coding			
15	FINAL EXAM		exam	

Methods of Grading

sequence	Description	Percentage	Details
1	Mid-term Exam	40%	
	All	100%	

sequence	Description	Percentage	Details
2	Final-exam	40%	
3	Pop Quizzes	10%	2 quizzes, 5% each
4	Assignments	0%	
5	Reports	0%	
6	Presentations & Discussions	0%	
7	Attendance	10%	
8		0%	
9	Others	0%	
All		100%	

Core of Value

핵심가치	전공역량	역량정의	역량구분	값(%)
혁신 (Discovery)	창의적문제해결 (Creative problem-solving)	주어진 상황과 문제를 창의적으로 해결할 수 있는 능력	부역량	0%
혁신 (Discovery)	도전 (Challenging)	전공 지식을 새로운 분야와 융합하고 아우를 수 있는 능력		0%
혁신 (Discovery)	지식융합 (Knowledge convergence)	새로운 분야를 개척하거나 도전적으로 임할 수 있는 능력		0%
헌신 (Dedication)	세계시민 (Universal value)	세계 공동체 구성원으로 전공자로서 국제적 이슈에 대응할 수 있는 능력		0%
헌신 (Dedication)	상호협력 (Cooperation)	공동의 목적 달성을 위해 타인과 상호협력할 수 있는 능력	부역량	0%
헌신 (Dedication)	공동체 (Sense of community)	공동체의 구성원으로서 필요한 태도와 윤리의식을 가질 수 있는 능력		0%
능동 (self-Determination)	자기주도 (Self-Managing)	주어진 상황과 문제를 주도적이고 능동적으로 해결할 수 있는 능력		0%
능동 (self-Determination)	지식활용 (Knowledge application)	주어진 상황과 문제에 대해 논리적으로 파악하고 분석할 수 있는 능력	주역량	0%

핵심가치	전공역량	역량정의	역량구분	값(%)
능동 (self-Determination)	논리적사고 (Logical thinking)	전공관련 지식을 필요에 따라 다양하게 적용하고 활용할 수 있는 능력		0%
능동 (self-Determination)	의사소통 (Articulation)	대화를 통해 다양한 의견을 조율하고 합의를 이끌어 낼 수 있는 능력		0%

Textbook(s) & References

Description	Title	Author	Publisher
Required Textbook	basic statistics for business and economics, 11th	Lind, Marchal, Wathen	McGraw-Hill

Memo

Absent from exam: There will be no make-up exam for students who are absent from the mid-term or final exam.

Absent or late for class: For each class you are absent you will have a -2% deduction from your attendance grade. For each class you are late you will have a -1% deduction. If you are absent from four classes you will receive an automatic (F) grade in the course. Three lates = 1 absence. Attendance will be completed at the beginning of class. Anything more than 10 minutes late to class will equal 1 late.

Grading: University grading policy will be followed.