

Course Syllabus Business Quantitative Analysis

1. **Course Code:** 050 243
2. **Credits:** 3 credits (3-0-6)
3. **Course Name:** Business Quantitative Analysis
4. **Khon Kaen University, International College**
5. **Course Co-ordinator:** N/A
6. **Course Instructor:**
 - 1) Name: Chavis Ketkaew ; and Phaninee Naruetharadhol
 - 2) Position: Lecturer
 - 3) Mobile phone: 087-675-5350 ; and 088-009-5075
 - 4) Email: chaket@kku.ac.th ; phaninee@kku.ac.th
7. **Prerequisite:** Mathematics and Statistics 050241
8. **Course Type:** Major required course
9. **Course description:**

The binomial and normal probability distributions; the Central Limit Theorem; time series, regressions, confidence intervals and hypothesis testing
10. **Course objectives:**

To develop an understanding on the contents (see #11 Course Contents) and their real world application on inferential statistics necessary for business
11. **Course Contents (by Chapter):**

1) Discrete Probability Distribution	6) Comparisons Involving Proportions and a Test of Independence
2) Continuous Probability Distribution	7) Simple Linear Regression
3) Sampling and Sampling Distribution	8) Multiple Regression
4) Hypothesis Tests	
5) Comparisons Involving Means	
12. **Learning approaches to succeed in this class:**

Research Project Using Inferential Statistics

Think about the project at the beginning of the course. Consulting your project with me regularly can ensure the correctness of your work. The group size is about 8 to 10 people.

Exams

There are 2 exams (midterm and final.) Each exam will focus on the new materials since the previous exam, which will cover the lectures, the readings, the problem sets, and other material handed out or discussed in class up to that time. If you miss an exam for an excused reason, I will offer a written makeup exam. However, you are fully responsible for an arrangement.

Participation and In-Class Quizzes

You are encouraged to actively participate in class, especially during the discussion. If you participate regularly in class, I will learn your name and count your participation towards the grade. For those who do not participate voluntarily, I do occasionally cold call in class. I will also

give some in-class quizzes at the start of lecture. These quizzes will be brief and non-technical checkups about what's going on in the class (readings, lectures, problem sets).

According to KKU's policy, KKU's students must attend no less than 80% of the class hours. Attending the class after attendance check is defined late (2 lates = 1 absence.) Failure to do so will result in being denied exam access.

Getting Help Outside of Class

If you have questions on the class material or problem sets, you can either drop in during my office hour or ask questions at the end of the class. Accumulating unanswered questions with you is not good for you in long term, especially in this course.

13. Teaching materials and media:

PowerPoint slides, video clips, board, calculators, PowerPoint/homework/quiz handouts

14. Evaluation:

	Type of evaluation	Week of Evaluation	Percent of Total Grade
1	Research Project	Week 1-15	30
2	Participation: punctual, responding, and energetic	Week 1-15	10
3	Midterm Exam: Materials before midterm exam	Scheduled by the college	30
4	Final Exam: Materials after midterm exam	Scheduled by the college	30
Total Marks			100

15. Eight Grades Evaluation:

1) A = 85-100; B+ = 80-84; B = 75-79; C+ = 70-74; C = 65-69; D+ = 60-64; D = 50-59; F = below 50 (rounded up: above 0.5 & rounded down: below 0.5) or

2) T-Score when grades are not normally distributed

Note: Scores greater than 0.5 of the first decimal point will be rounded up.

16. Learning resources:

Main textbooks and documents:

Sweeney, Williams, and Anderson. "Fundamentals of Business Statistics (International Student Edition)." China: Thomson (South-Western), 2006

17. Lecture time:

Thursday 1:00-4:00 pm

18. Lesson Plan:

Chapter 1-4 before midterm

Chapter 5-8 after midterm