

ANKARA YILDIRIM BEYAZIT UNIVERSITY – DEPARTMENT OF MANAGEMENT

Course Code	Course Title	Course Type	ECTS Credits	Prerequisite Information	Date of Preparation
BUS201	Statistics for Business I	Compulsory	4	-	15.06.2025
Instructor of the Course & E-Mail Address	Asst. Prof. Ali İhsan ÇETİN aliihsancetin@aybu.edu.tr				
Office Hours & Office Room	Wednesday, 12.00-15.00 / Thursday, 10.00-16.00, B260				
Course Content and Objectives	This course introduces the fundamental concepts and methods of statistics used in business and economics. It aims to equip students with the ability to collect, analyze, and interpret data for effective decision-making. Emphasis is placed on applying statistical reasoning to real-world business problems through practical examples and exercises.				
Textbook(s)	Fundamentals of Business Statistics 2nd Edition, Sharma J.K., Vikas Publishing House Introductory Business Statistics, Thomas K. Tiemann, Creative Commons Attribution 3.0 License Solutions for Fundamental Statistics for the Behavioral Sciences 9th, David C Howell, Cengage				
Teaching Methods and Techniques	The course is conducted through lectures, practical exercises, and data analysis sessions supported by real-world business examples.				
Course Learning Outcomes	1	Understand and apply basic statistical concepts such as data types, measures of central tendency, and variability in business contexts.			
	2	Analyze and interpret business data using probability distributions and inferential statistics for decision-making.			
	3	Use statistical tools and visual techniques to summarize, present, and communicate data effectively.			
	4	Develop analytical reasoning skills to evaluate uncertainty and support evidence-based managerial decisions.			
Program Outcomes Contributed by the Course	Program Outcomes (PO)				
	1	Analytical and Quantitative Thinking: Enables students to analyze business problems using quantitative reasoning and statistical evidence, fostering critical and data-driven decision-making skills.			
	2	Statistical Modeling and Interpretation: Develops students' ability to construct, apply, and interpret statistical models for business, finance, and economic data, enhancing analytical depth and accuracy.			
	3	Data Literacy and Communication: Strengthens students' capability to organize, visualize, and communicate data findings clearly, promoting effective reporting and professional presentation of statistical results.			
Contribution of the Course to Field Instruction	This course enhances students' ability to analyze business problems using statistical reasoning and data-driven approaches. It bridges theoretical knowledge with real-world applications by teaching how to collect, summarize, and interpret data for managerial decision-making. Through practical exercises and examples, students gain essential quantitative and analytical skills required in finance, economics, and business research.				

Topics Covered in the Course	1. Week	Introduction to Statistics and Fundamental Concepts I	
	2. Week	Introduction to Statistics II	
	3. Week	Data and Graphical Representation	
	4. Week	Central Tendency Measures I	
	5. Week	Central Tendency Measures II	
	6. Week	Probability Fundamentals	
	7. Week	Variability and Dispersion	
	8. Week	Midterm Exam + Applied Mini Project	
	9. Week	Discrete Probability Distributions I	
	10. Week	Discrete Probability Distributions II	
	11. Week	Continuous Probability Distributions I	
	12. Week	Continuous Probability Distributions II	
	13. Week	Sampling and Sampling Distributions	
	14. Week	Introduction to Estimation and Confidence Intervals	
	15. Week	Final Project Presentations	
Course Evaluation Criteria	In-Term Studies	Quantity	Percentage %
	Mid-terms	1	%40
	Quizzes		%
	Assignments		%
	Attendance		%
	Practice		%
	Project		%
	Final examination	1	%60
	Total		100%
Disability Policy	Students with documented disabilities should inform the instructor at the beginning of the semester to arrange appropriate academic adjustments such as extended exam time, accessible materials, or seating accommodations, ensuring equal participation in all course activities.		