ANKARA YILDIRIM BEYAZIT UNIVERSITY – BUSINESS FACULTY

Course Code	Course Title	Course Type	ECTS Credits	Prerequisite Information	Date of Preparation
BUS 201	Statistics for Business I	Compulsory	TBA	BUS 103 – Bus 104	October 27, 2025

Instructor of the Course & E-Mail Address	Doç. Dr. İklim Gedik Balay (Instructor) E-mail: iklimgdk@gmail.com
Office Hours & Office Room	Office Hours & Office Room • Thursday (Esenboğa Campus): 12:00–12:45 — Office: TBA • Friday (Cinnah Campus): 11:30–12:30 — Office: TBA
Course Content and Objectives	Course Description: In scientific research and practice, statistical methods are required to collect, summarize, and analyze data. This course introduces the fundamental concepts of statistics and probability for business and economics. Course Objectives: • Collect, describe, and analyze data in the context of scientific/business problems. • Decide on and apply appropriate statistical methods for given research questions.
Textbook(s)	Main Textbook: • Newbold, P., Carlson, W. L., & Thorne, B. M. (2013). Statistics for Business and Economics (8th ed.). Pearson. Supplementary Texts: • Bluman, A. G. (2012). Elementary Statistics: A Step by Step Approach. McGraw-Hill. • Daniel, W. W., & Terrell, J. (1994). Business Statistics for Management and Economics. Cengage Learning.
Teaching Methods and Techniques	Lectures with slides; in-class problem solving; SPSS demonstrations; short quizzes/worksheets; guided readings from the textbook; office-hour support and Q&A.
Course Learning Outcomes	By the end of the course, students will be able to: 1) Distinguish data types and summarize data using tables and graphs. 2) Compute and interpret descriptive statistics (center, variability, shape). 3) Apply basic probability rules and counting techniques. 4) Work with discrete distributions (e.g., Binomial, Poisson) and compute probabilities. 5) Work with continuous distributions (e.g., Normal) and standardize values (z-scores). 6) Understand sampling distributions and the Central Limit Theorem. 7) Construct and interpret confidence intervals; determine required sample sizes.
Program Outcomes Contributed by the Course	To be aligned with the Department Program Outcomes matrix. Expected contributions: quantitative literacy, analytical thinking, problem solving, effective use of statistical software in business decision-making.
Contribution of the Course to Field Instruction	Provides foundational statistical competencies required for studies in finance, marketing, operations, and economics; equips students to make data-driven business decisions.

Topics Covered in the Course	Week 1: The Nature of Statistics; data and measurement Week 2: Data description—tables, charts, numerical summaries Week 3: Probability concepts; rules and counting techniques Week 4: Discrete random variables; Binomial and Poisson distributions Week 5: Continuous random variables; the Normal distribution Week 6: Assessing Normality; standardization and applications Week 7: Sampling distributions; Central Limit Theorem Week 8: Midterm Exam Week 9: Estimation basics; confidence intervals for means (σ known/unknown) Week 10: Confidence intervals for proportions; choosing sample size Week 11: Two-sample comparisons (intro, as time permits) Week 12: Review and problem solving; SPSS lab applications Week 13: Comprehensive review Week 14: Final Exam (per university schedule)
Course Evaluation Criteria	Assessment and Policies: • Midterm Exam — 40% • Final Exam — 60% Calculator Policy: A scientific calculator is required during lectures and exams. Mobile phones may not be used as calculators.
Disability Policy	If you have a documented disability (e.g., visual, hearing, or physical impairment, etc.) that may influence your performance in this course, it is recommended to meet with the Engelsiz AYBU (https://aybu.edu.tr/engelsiz/content_list-327-yildirim-beyazit-universitesi-engelsiz-universite-birimi-yonergesi.html) to arrange for reasonable conditions (such as accommodation, etc.) to ensure an equitable opportunity to meet all the requirements of this course. You may also contact the local authority of the Faculty of Humanities and Social Sciences. You should communicate your needs to the course instructor as soon as possible to ensure that any course needs concerning exams, lecture materials, etc. are met.