

**ANKARA YILDIRIM BEYAZIT UNIVERSITY – DEPARTMENT OF FINANCE AND BANKING
COURSE SYLLABUS**

| 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. | | | | |

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| 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. | | |