

**J. Sargeant Reynolds Community College
Course Content Summary**

Course Prefix and Number: BUS 220

Credits: 3

Course Title: Introduction to Business Statistics

Course Description: Introduces statistics as a tool in decision-making. Emphasizes ability to collect, present, and analyze data. Employs measures of central tendency and dispersion, statistical inference, index numbers, probability theory, and time series analysis. Prerequisite or Co-requisite: Keyboarding competence. Lecture 3 hours per week.

General Course Purpose: To introduce students to the study of how to collect, analyze, interpret, and display data.

Course Prerequisites and Co-requisites:

Prerequisite or Co-requisite: Keyboarding competence

Student Learning Outcomes:

Upon completing the course, the student will be able to

- a. Define statistical terms, concepts, and formulas;
- b. Apply statistical tools and analyses to decision-making in a business context; and
- c. Utilize skills to apply statistical inference, probability, and a variety of statistical techniques to interpret data.

Major Topics to Be Included:

- a. Introduction to business statistics
- b. Computing and interpreting descriptive statistics
- c. Summarizing qualitative and quantitative data
- d. Odds Ratios, probabilities, and expected values
- e. Hypothesis testing
- f. The normal distribution
- g. Sampling and sampling distributions
- h. Decision-making: statistical inferences
- i. Developing graphs and charts to illustrate data findings

Effective Date of Course Content Summary: March 30, 2018