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. Normal distribution
g. Sampling and sampling distributions
h. Decision-making: statistical inferences
i. Developing graphs and charts to illustrate data findings

Date Created/Updated (Month, Day, and Year): February 19, 2018