

## **TQF.3 Course Specification**

**Course Code:** IBP 1203

**Course Title:** Business Statistics

**Credits :** 3(3-0-6)

**Semester/Academic Year :** 3/ 2563

**Students :** Bachelor of Business Administration Program in  
International Business

**Lecturers :** Asst.Prof. Dr. Krongthong Khairiree  
Mr. Luechai Tiprungsri

College of Hospitality Management,  
Suan Sunandha Rajabhat University.

**Revised  
May, 2021**

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## Section 1 General Information

1. **Code and Course Title:** IBP 1203 Business Statistics

2. **Credits:** 3(3-0-6)

3. **Curriculum and Course Category :**

*IBP 1203 Business Statistics* is a Core Course of Bachelor of Business Administration Program in International Business, at International College, Suan Sunandha Rajabhat University (SSRU).

4. **Lecturers:** Asst.Prof. Dr. Krongthong Khairiree  
Mr. Luechai Tiprungsri

5. **Year / Semester**

Student Year 2 / Semester 3/2563

6. **Prerequisite Course**

None

7. **Co-requisite Course :**

None

8. **Learning Location**

College of Hospitality Management, Suan Sunandha Rajabhat University,  
Nakorn Patom Education Center

9. **Last Date for Preparing and Revising this Course:**

May 15, 2021

## Section 2 Objectives and Purposes

### 1. Course Objectives

At the end of this course, the students will be able to perform in the following areas of performance:

- 1) Describe statistical methodology, descriptive statistics, and inferential statistics;
- 2) Determine the sample unit, data descriptions and presentation in a business environment;
- 3) Apply basic probability concepts and probability distributions as an aid to business decision making;
- 4) Use sample information to draw conclusions about properties of populations from which samples are drawn; and
- 5) Apply knowledge on correlation and regression with the real life problems.

### 2. Purposes for Developing / Revising Course (content / learning process / assessment / etc.)

## Section 3 Course Structure

### 3.1 Course Outline

Statistical methodology, descriptive statistics, inferential statistics and nonparametric Quantitative and qualitative analysis, probability concepts and probability distributions, sampling method, interval estimation and hypothesis testing, correlation and regression analysis.

### 3.2 Time Length per Semester (Lecture – hours / Practice – hours / Self Study – hours)

Lecture	Practice/ Field Work/Internship	Self Study	Remedial Class
32 hours	32	80 hours	6 (if any)

### 3.3 Time Length per Week for Individual Academic Consulting and Guidance

At least 5 hours / week

## Section 4 Developing Student's Learning Outcomes

Learning Standards/Outcomes	Learning Activities	Learning Assessment
<p><b>1. Ethics and Morals</b></p> <p>(1) To have personal responsibility, corporate responsibility and moral reasoning</p> <p>(2) Can adjust to work as a team both as leader or follower and work effectively with others;</p>	<ul style="list-style-type: none"> <li>• Flipped classroom, lecture and group discussion</li> <li>• Student-centered: Problem-Based learning and Cooperative learning approaches</li> <li>• Data presentation using computer software program such as Excel, SPSS, TinkerPlots and Fathom</li> <li>• Self-study and E-learning through Moodle and flipped classroom approach</li> </ul>	<p>Feedback from group discussion and Group assessment</p>
<p><b>2. Knowledge</b></p> <p>(1) descriptive statistics and inferential statistics;</p> <p>(2) computer software program such as Excel, SPSS;</p> <p>(3) research-based learning, and problem-based learning in business using real life problems;</p> <p>(4) statistics software program</p>	<p>(1) Apply descriptive statistics and inferential statistics concept in international business;</p> <p>(2) Learn both independently and cooperatively;</p> <p>(3) Learn new skills and apply flipped classroom to learn in new knowledge and unexpected situations.</p>	<p>(1) Classroom interaction</p> <p>(2) Group report and presentation</p>
<p><b>3. Cognitive Skills</b></p> <p>(1) Be able to analyze data and data presentation effectively;</p> <p>(2) Able to apply knowledge learned to solve problem-based learning; and</p> <p>(3) Able to analyse and interpret data to be included in report writing</p>	<p>(1) Use research-based learning and internet-based learning to construct cognitive skills in business statistics.</p> <p>(2) use problem-based learning in statistics and real life problem;</p> <p>(3) students write reports, and able to present their findings from discussion / searching information.</p>	<p>(1) Individual portfolio</p> <p>(2) Term papers</p> <p>(3) Group report presentation</p>

<p><b>4. Interpersonal Skills and Responsibilities</b></p> <p>(1) effective problem-solvers, applying critical and creative thinking to a range of problems.</p> <p>(2) Have responsibility for assignment : select ideas in business statistics from different theoretical perspectives;</p> <p>(3) Can adjust to work in team both as leader or follower and work effectively with others;</p> <p>(4) able to use software in statistics effectively.</p>	<p>(1) Find, acquire, evaluate, manage and use relevant information in a range of media.</p> <p>(2) Use research-based learning and internet-based learning on business statistics; and</p> <p>(3) apply cooperative learning method and Problem-Based Learning (PBL) in business statistics.</p>	<p>(1) Project work</p> <p>(2) Group report and presentation.</p>
<p><b>5. Numerical Analysis, Communication and Information Technology Skills</b></p> <p>(1) Have statistical and mathematical skills in business statistics and have developed competencies in information literacy;</p> <p>(2) Able to interpret the statistics findings in oral and written presentations.</p> <p>(3) Present well-reasoned arguments using technology as appropriate</p>	<p>(1) Demonstrate oral, written, numerical and data presentation;</p> <p>(2) Use research-based learning and internet-based learning;</p> <p>(3) Use statistics software such as Excel, and SPSS to analyse data in business statistics.</p>	<p>(1) Individual portfolio</p> <p>(2) Project work assignment report</p> <p>(3) Group report and presentation</p>

## Section 5 Lesson Plan and Assessment

### 1. Lesson Plan

Week	Topic/Outline	Hours	Learning Activities and Medias
1	<ul style="list-style-type: none"> <li>• Course Outline</li> <li>• Pretest</li> <li>• Statistics methods</li> <li>• Statistics and Data Collection</li> </ul>	3	<ul style="list-style-type: none"> <li>• Lecture and group discussion</li> <li>• Student-centered: Problem Solving and Cooperative learning</li> <li>• Individual assessment</li> </ul>
2	<ul style="list-style-type: none"> <li>• Data presentation                             <ul style="list-style-type: none"> <li>○ Histogram, frequency polygons and frequency Curve</li> <li>○ Bar chart, Line graph, and Pie chart</li> <li>○ Stem-and-leaf Plot</li> </ul> </li> <li>• Data presentation using computer software program</li> </ul>	3	<ul style="list-style-type: none"> <li>• Flipped classroom approach</li> <li>• Student-centered: Problem Solving and Cooperative learning</li> <li>• Using mathematics software program</li> <li>• Hands on activities</li> <li>• Data presentation using computer software program such as Excel, SPSS,</li> </ul>
3	<ul style="list-style-type: none"> <li>• Population and Sample</li> <li>• Data and data collection</li> <li>• Introduction to Descriptive Statistics</li> <li>• Measure of Central Tendency</li> <li>• Stem and leaf Plot, Box Plot</li> <li>• Data presentation using computer software program</li> </ul>	3	<ul style="list-style-type: none"> <li>• Lecture and group discussion</li> <li>• Student-centered: Problem-Based learning and Cooperative learning approaches</li> <li>• Data presentation using computer software program such as Excel, SPSS,</li> <li>• Self-study and E-learning through Moodle</li> </ul>
4	<ul style="list-style-type: none"> <li>• Measurement of dispersions:</li> <li>• Standard deviation</li> <li>• Variance</li> <li>• Summation notation</li> <li>• Data analysis using computer software program</li> </ul>	3	<ul style="list-style-type: none"> <li>• Lecture and group discussion</li> <li>• Problem Solving and Cooperative learning</li> <li>• Using mathematics software program: Excel/SPSS</li> <li>• Self-study through Moodle</li> </ul>
5	<ul style="list-style-type: none"> <li>Measurement of dispersions:</li> <li>• Scatter diagram</li> <li>• Coefficient of correlation</li> <li>• Project Work Assignment</li> <li>• Data analysis using computer software program</li> </ul>	3	<ul style="list-style-type: none"> <li>• Problem Solving and Cooperative learning</li> <li>• Using mathematics software program: SPSS</li> <li>• Self-study and E-learning through Moodle</li> </ul>

Week	Topic/Outline	Hours	Learning Activities and Medias
6	<ul style="list-style-type: none"> <li>• Linear Regression</li> <li>• Data collection</li> <li>• Using smartphone/ software program for Regression</li> </ul>	3	<ul style="list-style-type: none"> <li>• Problem Solving and Cooperative learning</li> <li>• Using mathematics smartphone/software program: SPSS</li> <li>• Self-study and E-learning through Moodle</li> </ul>
7	<ul style="list-style-type: none"> <li>• <b>Mid-Term Test</b></li> <li>• Financial Literacy and FinTech</li> <li>• Project Work assignment: <ul style="list-style-type: none"> <li>○ Statistics and Data Collection</li> <li>○ Data analysis using software program</li> </ul> </li> </ul>	3	<ul style="list-style-type: none"> <li>• Paper and pencil Test</li> <li>• Financial Literacy and data collection on FinTech application through smartphone</li> <li>• Student-centered: Problem-Based learning and Cooperative learning</li> </ul>
8	<ul style="list-style-type: none"> <li>• Probability and Tree diagram</li> <li>• Conditional probability</li> <li>• <b>Project Work Assignments &amp; Activities</b></li> </ul>	3	<ul style="list-style-type: none"> <li>• Student-centered: Problem-Based learning and Cooperative learning</li> <li>• Self-study and E-learning through Moodle</li> </ul>
9	<ul style="list-style-type: none"> <li>• Probability Distribution and Random variable</li> <li>• Normal Distribution</li> <li>• The Standard Normal Distribution</li> <li>• Data analysis using software program</li> </ul>	3	<ul style="list-style-type: none"> <li>• Lecture and group discussion</li> <li>• Student-centered: Problem-Based learning and Cooperative learning approaches</li> <li>• Self-study and E-learning through Moodle</li> </ul>
10	<ul style="list-style-type: none"> <li>• Introduction to Inferential Statistics</li> <li>• Sampling method,</li> <li>• Sample size</li> </ul>	3	<ul style="list-style-type: none"> <li>• Lecture and group discussion</li> <li>• Student-centered: Problem-Based learning and Cooperative learning approaches</li> <li>• Self-study and E-learning through Moodle</li> </ul>
11	<ul style="list-style-type: none"> <li>• Confidence Interval</li> <li>• Estimation-1</li> <li>• Data analysis using software program</li> </ul>	3	<ul style="list-style-type: none"> <li>• Lecture and group discussion</li> <li>• Student-centered: Problem-Based learning using mathematics software program: SPSS</li> <li>• Self-study and E-learning through Moodle</li> </ul>
12	<ul style="list-style-type: none"> <li>• Hypothesis Testing -1</li> <li>• Students' Project Work Assignments &amp; Activities</li> </ul>	3	<ul style="list-style-type: none"> <li>• Using mathematics software program: SPSS</li> <li>• Self-study and E-learning through Moodle.</li> </ul>



<b>Week</b>	<b>Topic/Outline</b>	<b>Hours</b>	<b>Learning Activities and Medias</b>
<b>13</b>	<ul style="list-style-type: none"> <li>• Hypothesis Testing -2</li> <li>• Students' Project Work Assignments &amp; Activities</li> </ul>	3	<ul style="list-style-type: none"> <li>• Lecture and group discussion</li> <li>• Student-centered: Problem-Based learning</li> <li>• Using mathematics software program: SPSS</li> <li>• Self-study and E-learning through Moodle Lecture and group discussion</li> </ul>
<b>14</b>	<ul style="list-style-type: none"> <li>• Non-parametric -1</li> <li>• Students' Project Work Assignments &amp; Activities</li> </ul>	3	<ul style="list-style-type: none"> <li>• Student-centered: Problem-Based learning and Cooperative learning</li> <li>• Self-study and E-learning through Moodle</li> </ul>
<b>15</b>	<ul style="list-style-type: none"> <li>• Non-parametric -2</li> <li>• Students' Project Work Assignments &amp; Activities</li> </ul>	3	<ul style="list-style-type: none"> <li>• Student-centered: Problem-Based learning and Cooperative learning</li> <li>• Self-study and E-learning through Moodle</li> </ul>
<b>16</b>	<ul style="list-style-type: none"> <li>• Mark up classes</li> <li>• Problem-Based Learning and data collection</li> <li>• Students' Project Work Assignments &amp; Activities</li> </ul>	3	<ul style="list-style-type: none"> <li>• Student-centered: Problem-Based learning and Cooperative learning</li> <li>• Using mathematics software program: SPSS</li> <li>• Self-study and E-learning through Moodle Lecture and group discussion</li> </ul>
<b>17</b>	<b>Final Examination and submission Project Assignment</b>	3	

## 2. Learning Assessment Plan

Learning Outcomes	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
<b>1. Ethics and Morals</b> To have ethic behavior (personal responsibility, corporate responsibility) and moral reasoning.	1. Individual portfolio 2. Group discussion	Throughout semester	5 %
<b>2. Knowledge</b> (1) possess knowledge on descriptive statistics and inferential statistics; (2) competency skills in doing computer software program such as Excel, SPSS, and Fathom; (3) gain knowledge on research-based learning, and problem-based learning in business using real life problems; (4) competency skills in using statistics software program	1. Project work and Term papers 2. Project work designed using as Excel/ SPSS; 3. Group report presentation	Throughout semester	40 %
<b>3. Cognitive Skills</b> (1) To organize activities that promote learning and classify the learners' levels based on evaluation. (2) To create project work assignment on Business Statistics using software program.	1. Project work and Term papers 2. Project work designed 3. Group report presentation	Through out semester	40 %
<b>4. Interpersonal Skills and Responsibilities</b> (1) Have responsibility for work assignment : Design project work in business statistics using software (2) Positive interdependence, accountability and posses social skills	1. Checklists 2. Observation 3. Interviews	Through out semester	5 %

<p><b>5. Numerical Analysis, Communication and Information Technology Skills</b></p> <p>(1) Have statistics skills to analyse and solve problems in business</p> <p>(2) Able to create data presentation using software and self learning through E-learning and Moodle.</p> <p>(3) able to use correct language in oral and written presentations.</p> <p>(4) competency in using computer and IT to search for new knowledge through various search engines.</p>	<p>1. Project work and Term papers</p> <p>2. Project work designed using computer software program</p> <p>3. Group report presentation</p> <p>4. Individual portfolio</p>	<p>Through out semester</p>	<p>10 %</p>
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## Section 6 Learning and Teaching Resources

### 1. Textbook and Main Documents

1. TextBook:  
 Aczel, A.D., Sounderpandian, J. (2006) *Complete Business Statistics* 6 Ed. Boston: McGraw Hill Inc.  
 Kohler, H. (2002) *Statistics for Business and Economics*. USA: Thomson Learning, Inc.  
 Newbold, P. Carson, W.L. & Thorne, B. (2007). *Statistics for Business and Economics* 6 Ed. NJ: Pearson Education, Inc.
2. Handout & lecture notes

### Conditions:

- |    |  |      |
|----|--|------|
| 1. | Project Assignments, Activities and Attendance | 50 % |
| 2. | Midterm Test                                   | 20%  |
| 3. | Final Examination                              | 30%  |

### 2. Important Documents for Extra Study

Chanan, S., Bergofsky, E., & Bennett, d. (2002). *Exploring Statistics with the Geometer's Sketchpad*. Emeryville CA: Key Curriculum Press.

### **3. Suggestion Information (Printing Materials/Website/CD/Others)**

#### **Keywords for searching:**

TinkerPlots, Asian Technology Conference in Mathematics (ATCM) Proceeding

**Website:** [www.keycurriculum.com](http://www.keycurriculum.com), <http://atcm.mathandtech.org>

<http://atcm.mathandtech.org/EP2012/pages/organizers.html>

<https://www.khanacademy.org/math/statistics-probability>

## **Section 7 Course Evaluation and Revising**

### **1. Strategies for Course Evaluation by Students**

Using survey questions to collect information from the students' opinions to improve the course and enhance the curriculum. Examples of questions:

- (1) Content objectives were made clear to the students.
- (2) The content was organized around the objectives.
- (3) Content was sufficiently integrated.
- (4) Content was sufficiently integrated with the rest of the first year curriculum.
- (5) The instructional materials used were effectively.
- (6) The learning methods appropriate assessed the students' understanding of the content.
- (7) Overall, Students are satisfied with the quality of this course.

### **2. Strategies for Course Evaluation by Lecturer**

2.1 Lecturer observes the class and discusses the results as follow:

- (1) The lecturer is well prepared for class sessions.
- (2) The lecturer answers questions carefully and completely.
- (3) The lecturer uses examples to make the materials easy to understand.
- (4) The lecturer stimulated interest in the course.
- (5) The lecturer made the course material interesting.
- (6) The lecturer is knowledgeable about the topics presented in this course.
- (7) The lecturer treats students respectfully.
- (8) The lecturer is fair in dealing with students.
- (9) The lecturer makes students feel comfortable about asking question.
- (10) Course assignment are interesting and stimulating.
- (11) The lecturer's use of technology enhanced learning in the classroom.

2.2 The Director /Head of program construct assessment items to evaluate four dimensions of lecturer's competencies : teaching skills, organization and presentation of materials, management of the learning environment, and teaching attitudes.

### **3. Teaching Revision**

Lecturer revises teaching/learning process based on the results from the students' survey questions , and the lecturer's observation;

### **4. Feedback for Achievement Standards**

International College Administrator Committee monitor to assessment process and Grading.

### **5. Methodology and Planning for Course Review and Improvement**

- (1) Revise and develop course structure and process every two years.
  - (2) Assign different lecturers teach this course to enhance students' performance.
-