

**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