Department of Business Faculty
Subject Syllabus

Subject Code. : BIS13
Subject Title : Statistic For Business
Subject Specification : All students semester 3 or 4

Subject Overview :

This is an introductory course on statistics. It provides a simple application of Statistics for Communication & Business students. The course will focus on the method that students usually use for their thesis. The subject is pre - requisite for enrollment in thesis writing intended for every study concentration in faculty communication & business. Topics that will be discussed include Introduction, Frequency Distribution, Measures of Central Tendency, Measures of Data Location, Measures of Dispersion, Correlation & Simple Regression, Normal Distribution, Hypothesis Test for Population Mean & Difference between Two Means and Chi Square. This course is designed for students semester 3 or 4 before they learn Method of Quantitative Research.

Course Objectives : By the end of the course, the students are expected to:

1. Understand the concept and measurement in basic statistical in communication and business studies.
2. Comprehend the application of basic statistical procedure
3. Apply and interpret statistical data analysis and present conclusions of that analysis
4. Suggest further action from statistical data analysis based on related theory in communication and business science, particularly in their major and real circumstances as an adding point for students.

Course method :

1. Lectures
2. Group discussion
3. Group presentation
4. Case studies
5. Group project

Learning Outcomes:

1. Knowledge: Understand basic concepts of statistics and it's principles in a wide variety of context, new knowledge and skills to improve to communication and business case.

2. Skill: Broad Analytical Thinking, Creative Thinking, An Analytical Mind and Teamwork
3. Attitude: Enthusiasm, commitment, innovative

Course content :
This course will be delivered in 16 sessions as follows:

Week	Topic
1	Introduction
2	Frequency Distribution
3	Measures of Central Tendency
4	QUIZ
5	Measures of Data Location
6	Measures of Dispersion
7	Review for mid test
8	**Mid Examination**
9	Correlation & Regression
10	Normal distribution
11	Hypothesis Test for Population Mean
12	QUIZ
13	Hypothesis Test for the Difference between Two Means
14	Chi Square
15	Introduction of SPSS & Review for final test
16	**Final Examination**

Grading System

Course Evaluation :
As a general rule, students are evaluated based on the following criteria:

Final Examinations	35%
Mid-term Examinations	25%
Coursework and assignments	30%
Attendance	10%
TOTAL	100%

Evaluation elements are stated in quantitative forms, ranging from 0 to 100. The acceptable grade for LSPR undergraduate programme is **60 and above.** In the Letter Grade System, the quantitative grades mean:

Grade	Symbol	Conversion Value
90 – 100	A	4.0
85 – 89.99	A-	3.7
80 – 84.99	B+	3.3
75 – 79.99	B	3.0
70 – 74.99	B-	2.7
65 – 69.99	C+	2.3
60 – 64.99	C	2.0
50 – 59.99	C-	1.7
40 – 49.99	D	1.0
< 40	E	0

The student Grade Point Average (GPA) is organized into the following categories:

1. GPA of 0.00 – 1.99 = Fail
2. GPA of 2.00 – 2.49 = Pass
3. GPA of 2.50 – 2.99 = Credit
4. GPA of 3.00 – 3.49 = Merit
5. GPA of 3.50 – 4.00 = Distinction

Scheme of Work :

Session	Title/Topic	Area Discussion	Activities
1	**Introduction to the course**	• Course content • Teaching method Course requirements and evaluation	Giving theory
2	**Frequency Distribution**	• Table Frequencies : Numeric, Relative and Cummulative Graphics : Bar chart, Histogram. Polygon and Ogives	Giving theory and practice solve the problem of frequency distribution
3	**Measures of Central Tendency**	• Mean • Median • Modus	Giving theory and practice solve the problem of central tendencies
4	**FIRST QUIZ**	**Evaluation of materials knowledge Session 2 & 3**	**Written Test**
5	**Measures of Data Location**	• Quartile • Decile • Percentile	Giving theory and practice solve the problem of data location.
6	**Measures of Dispersion**	• Range • Standard Deviation • Coefficient of Variation	Giving theory and practice solve the problem of measurement of dispertion
7	**Review Material for Mid Test**	Review Session	
8	**MID-TEST**	• **Mid- term of examination** • **Evaluation of materials knowledge Session before**	**Written Test**
9	**Correlation & Regression**	• Correlation Coefficient • Coefficient of Determination • Simple Linear Regression	Giving theory and practice solve the problem of simple correlation & linear regression
10	**Normal distribution**	Theoretical Distribution of Tranformation Z	Giving theory and practice solve the problem of

			normal distribution
11	**Hypothesis Test for Population Mean**	Hypothesis Test for one Population Mean	Giving theory and practice solve the problem of Hypothesis Test for Population Mean
12	**SECOND QUIZ**	**Evaluation of materials knowledge Session 8, 9 & 10**	**Written Test**
13	**Hypothesis Test for the Difference between Two Means**	Hypothesis Test for the Difference between Two Means	Giving theory and practice solve the problem of Difference between Two Means
14	**Chi Square**	Chi Square	Giving theory and practice solve the problem of Chi Square
15	**Introduction of SPSS & Review Material for Final Test**	Review Session	Demonstration how to use SPSS and Review all the material for Final Test
16	**FINAL TEST**	• **Final term of examination** • **Evaluation of materials knowledge Session 8,9,10, 12 & 13**	**Written Test**

Guidelines

Midterm Exam Guideline : Written Examination

Final Exam Guideline : Written Examination

References :

Book :

Irianto, H. A. (2021). *Statistik Untuk Ilmu Sosial: Aplikatif untuk Ilmu-ilmu Sosial*. Prenada Media.

James, G., Witten, D., Hastie, T., & Tibshirani, R. (2013). *An introduction to statistical learning* (Vol. 112, p. 18). New York: springer.

Sugiyono, P. D. (2006). Statistika untuk penelitian. Bandung: CV. Alfabeta, 21.

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