## COX 2205 BUSINESS STATISTICS (4 CU)

**Course Description**

The business communication skills course is designed to meet the needs of organizations seeking to optimize their ability to communicate professionally within an international environment. Combining flexibility with a personalized approach, the course will assist students with the language and communications skills necessary to ensure that they not only relay messages and ideas effectively but that it carries the impact of their desire.

**Aims**

The aim of this unit is to develop statistical concepts and involve students with the collection, presentation, analysis and interpretation of numerical data. Statistical methods will be used to address problems in areas such as business, industry and government and to discuss the use (and abuse) of statistics presented in business. The emphasis in this unit is on the meaningful interpretation of statistical information and results. Sources of data will be business.

**Learning Outcomes**

1. Exposes candidates to statistical techniques for business decisions and business research.
2. It exposes candidates to use and interpret data for decision making;
3. enhance students skills in using statistical techniques for business research; to enhance their skills and ability to use these techniques.

**Intellectual, Practical and Transferable Skills**

The understanding of fundamental concepts and techniques in business management, marketing, data summary, presentation and analysis, statistical inference and linear modeling and the application of statistics in business.

**Teaching and Learning Pattern**

The mode of learning involves direct contact with students in form of lectures, group discussions and presentations.

**Indicative Content**

The areas of study include descriptive statistics and applications, quantitative information - data collection and presentation; descriptive statistical measures of location, dispersion, index numbers; probability theory, time series, correlation and regression, Estimation and Sampling Theory

**Assessment Method**

The assessment method is structured to include coursework and final examination. Coursework consists of assignments, presentations and tests. The student shall also undertake research and develop a research report as part of purposes of assessment.

**The syllabus must include the following definitive information**

Each course in the programme shall be assessed on the basis course work and final examination represented as follows:

Course work assessment 30%

Final Examination 70%

100%

The minimum cumulative mark required to pass is 50%, is required to pass this unit. This includes course work and final examination. Each course in the programme is allowed a maximum of three hours for final examination.

**Indicative Sources**

This indicates the level of work a student will be required to undertake and indicate to the Library the books that will be the major resources for the course. This broken down into:

**Core reading which is essential for completion of the course**.

* Murray,R. Spiegel(2003): Theories and problems of statistics
* Freund and Williams : Modern business statistics
* Berenson Levine (2000): Basic Business Statistics: Concepts and applications
* Paul Newbold, William l Carlson (2003) : Statistics for business and Economics .