



Course Syllabus (Academic Year 2020)

School of Interdisciplinary Studies, Kanchanaburi Campus, Mahidol University

- Course No. and Title** : KACM331 Business Statistics
Credit (study hours) : 3(3-0-6)
- Program Name** : Bachelor of Accountancy
- Course Module** : Major Required Courses
Pre/co-requisite : SCMA1170/KACM231
- Class Semester** : 1st Semester 2nd Semester Academic Year 2020
- Class Schedule & Venue** : T 13:00 – 16.00 at MUKA, FaceBook Group(BusinessStat63) and WebEx
- Class Coordinator** : Dr. Nuengruithai Tharawatcharasart
Email : Nuengruithai.tha@gmail.com

7. Course Description

The applications of basic statistics in business management and research include statistics for business decision making, distribution of probability and random variables, descriptive statistics, parameter estimation, hypothesis testing, variance analysis, chi-square test, regression and correlation analysis, time series analysis and statistical decisions.

8. Course Objectives / Course Learning Outcomes (CLOs)

No.	Objectives / CLOs	Expected Skills / Knowledge			PLOs
		Specific	Generic	Knowledge	
8.1	To provide students with a better understanding of statistics and business statistics.				
8.2	To provide students with business problem-solving skills by statistics.				

9. Class Instructor List

9.1 Name : Dr. Nuengruithai Tharawatcharasart (NT) Email : Nuengruithai.tha@gmail.com

9.2 Facebook Group BusinessStat63, WebEx

10. Course Outline

Week	Date	Contents	CLOs	Instructor's Names
1	19 Jan	Business decision making	1	NT
2	26 Jan	Distribution of probability and random variables	1	NT
3	2 Feb	Descriptive statistics	1	NT
4	9 Feb	Parameter estimation	1	NT
5	16 Feb	Hypothesis testing	1	NT
6	23 Feb	Hypothesis testing	1	NT
7	2 Mar	Variance analysis	1	NT
8	9 Mar	Application	1	NT
9	16 Mar	Mid-term Examination		
10	23 Mar	Chi-square test	1	NT
11	30 Mar	Regression and correlation analysis	1	NT
12	20 Apr	Time series analysis	1	NT
13	27 Apr	Application	1	NT
14	11 May	Final Examination		

11. Course Assessment

No.	Methods / Activities	Regulations	CLOs	Week	Weight Distribution (%)
11.1	Mid-term exam	Writing examination (Open book)	8.1, 8.2	9	40
11.2	Final exam	Writing examination (Open book)	8.1, 8.2, 8.3	14	30
11.3	Application	Complete and On time	8.1, 8.2, 8.3	8, 13	10
11.4	Quiz / Assignments / Personal homework	Complete and On time	8.1, 8.2, 8.3	1-13	20
				Total	100

12. Grading System

Criterion-referenced evaluation

Grade	Score	Grade	Score	Grade	Score	Grade	Score
A	≥ 80 %	B	70 – 74.99%	C	60 – 64.99%	D	50 – 54.99%
B+	75 – 79.99%	C+	65 – 69.99%	D+	55 – 59.99%	F	< 50 %

Norm-referenced evaluation

*If use both criterion and norm-referenced evaluation, please tick two boxes.

13. References

13.1 Weiss NA. 1995. Introductory statistics. 4th ed. Addison-Wesley.

13.2 Johnson RA. 1992. Statistics: principles and methods. 3rd ed. John Wiley & Sons.