



SYLLABUS

Name of Institution: Mahidol University International College

Division: Business Administration Division

GENERAL INFORMATION

1. Course Code and Course Title

Thai	ICMB 201 สถิติธุรกิจ
English	ICMB 201 Business Statistics

2. Number of Credits: 4 credits

3. Credit Hours/Semester

Lecture or Other In-class Activity Hours	Laboratory/ Field Trip/ Internship Hours	Self-Study Hours
48	0	96

4. Degree: Bachelor of Business Administration

5. Faculty Members:

Name:	Asst. Prof. Dolchai La-ornual, Ph.D.	Boonyanit Mathayomchan, Ph.D.	Varumpa Temaismithi, Ph.D.
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Telephone:	02-700-5000 ext. 4448		
Office:	Aditayathorn Building 433		
Office Hours:	Tuesday 14:00-16:00	To be announced	To be announced

6. Trimester: T2

7. Pre-requisites:

ICGN 104 Mathematics and Its Contemporary

Applications

DESCRIPTION AND OBJECTIVES

1. Course Description

Thai	พื้นฐานทางสถิติ การแจกแจงความน่าจะเป็นของตัวแปรสุ่ม หลักการประมาณค่า การทดสอบสมมติฐาน การวิเคราะห์ความแปรปรวน การกระจายของค่าความน่าจะเป็น การวิเคราะห์สหสัมพันธ์และสมการถดถอย การใช้โปรแกรมประยุกต์ทางสถิติ การใช้สถิติในการตัดสินใจทางธุรกิจ
English	Basic statistics, probability distribution of random variable, estimation of hypothesis testing, variance analysis, probability distribution, correlation analysis and regression equation, programming application for statistics, and use statistics to make business decisions.

2. Course Objectives

Course Learning Objective (CLO)	Program Learning Objectives (PLO)
CLO1 Students are able to define relevant data necessary to analyze business situations using statistical techniques.	PLG2 Students are able to think critically and to logically arrive at conclusions PLO2.1 Students can identify relevant information to business issues
CLO2 Students are able to perform appropriate analyses using statistical techniques in business situations.	PLO2.2 Students can select appropriate frameworks/ techniques/ methods to analyze business issues
CLO3 Students are able to conclude from the results of the statistical analyses in business situations.	PLO2.3 Students can arrive at well-reasoned alternatives

Note:

Statistical techniques include confidence intervals, hypothesis tests, analysis of variance, and linear regression.

TEACHING AND EVALUATION PLANS

1. Teaching Plan*

Lessons	Topic	Hours	CLO	Teaching Methods	Assessment	Rubric
1	Defining and Collecting Data Organizing and Visualizing Variables	4		Online blended learning Sections 1.1, 1.2, 1.3; 2.1, 2.2, 2.3, 2.4, 2.5	Assignment/Quiz 1 Problems 1.4, 1.24, 1.32; 2.6, 2.16, 2.36, 2.50	To be announced
2	Numerical Descriptive Measures	4	CLO1-3	Online blended learning Sections 3.1, 3.2; 3.3, 3.4, 3.5	Assignment/Quiz 2 Problems 3.10, 3.20; 3.36, 3.42, 3.46	To be announced
3	Basic Probability Discrete Probability Distributions	4	CLO1-3	Online blended learning Sections 4.1, 4.2; 5.1, 5.2, 5.3	Assignment/Quiz 3 Problems 4.12, 4.24; 5.2, 5.16, 5.22	To be announced
4	Normal and Other Continuous Distributions	4	CLO1-3	Online blended learning Sections 6.1, 6.2; 6.3, 6.4, 6.5	Assignment/Quiz 4 Problems 6.8; 6.16, 6.24, 6.47* (Online)	To be confirmed
5	Sampling Distributions	4	CLO1-3	Online blended learning Sections 7.1, 7.2; 7.3	Assignment/Quiz 5 Problems 7.8; 7.12 Test #1 (Friday, February 5, 2021, 18:00-19:50)	To be announced

Lessons	Topic	Hours	CLO	Teaching Methods	Assessment	Rubric
6	Confidence Interval Estimation	4	CLO1-3	Online blended learning Sections 8.1, 8.2; 8.3, 8.4	Assignment/Quiz 6 Problems 8.10, 8.16; 8.28, 8.38	To be announced
7	One-Sample Hypothesis Tests	4	CLO1-3	Online blended learning Sections 9.1, 9.2; 9.3, 9.4	Assignment/Quiz 7 Problems 9.14, 9.24; 9.48, 9.58	To be announced
8	Two-Sample Hypothesis Tests	4	CLO1-3	Online blended learning Sections 10.1, 10.2; 10.3, 10.4	Assignment/Quiz 8 Problems 10.10, 10.20; 10.32, 10.46	To be confirmed
9	Analysis of Variance	4	CLO1-3	Online blended learning Sections 11.1, 11.2	Assignment/Quiz 9 Problems 11.8; 11.24 Test #2 (Friday, March 5, 2021, 18:00-19:50)	To be announced
10	Simple Linear Regression	4	CLO1-3	Online blended learning Sections 13.1, 13.2; 13.3, 13.4, 13.5	Assignment/Quiz 10 Problems 13.4; 13.16, 13.26	To be announced
11	Introduction to Multiple Regression	4	CLO1-3	Online blended learning Sections 14.1, 14.2;	Assignment/Quiz 11 Problems 14.4, 14.12	To be announced

Lessons	Topic	Hours	CLO	Teaching Methods	Assessment	Rubric
				14.3, 14.4		
12	Application of Statistical Techniques	4	CLO1-3	Online blended learning	Project Submission/ Presentation (Friday, March 26, 2020)	To be announced

2. Evaluation Plan

Methods/ Activities	Description	Week	Percentage
Attendance/Participation	To be announced	1-12	10%
Assignments	To be announced	2-11	10%
Quizzes	To be announced	2-11	10%
Tests (2)	To be announced	4, 8	50%
Project (Proposal, Poster, Presentation)	To be announced	11, 12	20%

3. Course Assessment

A	B+	B	C+	C	D+	D	F
90-100	85-89	80-84	75-79	70-74	65-69	60-64	<60

TEACHING MATERIAL AND RESOURCE

Required Reference List

Levine, D. M., Stephan, D. F., & Szabat, K. A. (2016). Statistics for managers using Microsoft Excel, Global Edition, Pearson Higher Ed, USA.

COURSE POLICY

Attendance & Participation

Attending class is one of your major responsibilities. Students with **more than 4 absences will not be eligible for grade** unless the solid evidence of the absence is presented. High etiquette during your presence is also expected. Students are expected to come to class on time. Checking attendance at the class starting time (**3 lates = 1 absence**)

Quiz and Exam Format

The quiz and exams will focus on problem solving skills acquired throughout the session from the class lecture and from exercises done by the students themselves from the relevant chapters of the textbook. The quiz and the examination format will feature multiple choice questions and short “free –format” problems. Students are expected to constantly review all the course materials as the quiz can be “pop up”. Students are not allowed to use any textbook or notes during the quiz. There will be NO makeup quizzes regardless of any reason.

Computers/Calculators

Computers, i.e., Microsoft Excel, are required in most of the classes. Students are not allowed to use calculators or smart phones during the quiz and examinations and if use, will be considered as violating the examination according to Mahidol University International College policy.

Academic Dishonesty

Academic dishonesty is prohibited at MUIC. It is a serious offense because it diminishes the quality of scholarship and makes accurate evaluation of student progress impossible. Please refer and adhere to the rules and regulations regarding an academic dishonesty stated in the Student Handbook.

Uniform Policy

A proper dress code is part of the written policy for student conduct, including exchange and visiting students. MUIC is a high-profile institution and it is considered quite an honor to be wearing its uniform. Students are expected to strictly follow the university dress code norms. No cut-off jeans, shorts, mini or short skirts, tank tops or low-cut blouses, flip-flops, rubber or plastic sandals, or house slippers are permitted. If the students neglected to wear the proper uniform, he/she will not be allowed to enter the classroom and will be marked as absent on that day.

ONLINE INSTRUCTIONAL GUIDELINE

I. Technical requirements

- a. Personal computer with video and audio capabilities
- b. Microsoft Office, i.e., Excel with Solver Add-in.
- c. Internet connection
- d. @mahidol.edu email account
- e. WebEx (Set your profile name to be “XXXXXXXX Firstname” where XXXXXXXX is your Student ID Number.)
- f. Zoom (Set your profile name to be “XXXXXXXX Firstname” where XXXXXXXX is your Student ID Number.)

II. Instructional guideline (Please confirm with instructor)

- a. Joining the classroom – via WebEx and/or Zoom
- b. Accessing course material – via MUIC e-learning and/or Canvas.
- c. Submitting class assignments – via MUIC e-learning and/or Canvas.
- d. Taking quiz and examination – via MUIC e-learning and/or Canvas

III. Communication guideline (In accordance with MUIC/MU policies)

IV. Netiquette guideline (In accordance with MUIC/MU policies)

V. Virtual office hours (By appointment via email.)

VI. Assessment of online participation and attendance

Students are expected to participate in all activities as listed.