澳門理工大學
Universidade Politécnica de Macau
Macao Polytechnic University

FACULTY OF BUSINESS

BACHELOR OF MANAGEMENT

LEARNING MODULE OUTLINE

Academic Year	2024 / 2025	Semester	2
Module Code	MATH2110-224		
Learning Module	Business Statistics		
Pre-requisite(s)	Nil		
Medium of Instruction	English		
Credits	3	Contact Hours	45
Instructor	Natalie Pang	Email	wspang@mpu.edu.mo
Office	M524, Meng Tak Building	Office Phone	85993324

MODULE DESCRIPTION

This module is designed to introduce basic statistical principles, and techniques for data analysis in the context of solving business problems. Students will learn how to perform statistical analysis on various inferential real-life situations. Topics include organizing data, descriptive statistics, probability theory, discrete distributions, normal distribution, sampling and sampling distributions, estimation, hypothesis testing, correlation and regression analysis.

MODULE INTENDED LEARNING OUTCOMES (ILOS)

On completion of this learning module, students will be able to:

M1.	Describe the role of statistical analysis in business.
M2.	Identify the types of data and the various summary measures used to describe data.
M3.	Describe data in tables and graphs.
M4.	Apply the binomial, Poisson and normal distributions as a model for data.
M5.	Apply confidence intervals and test hypotheses for population means and proportions.
M6.	Use correct data presentation and analysis methods based on problem type and data type.
M7.	Justify decisions based on statistical significance when faced with variability in data.
M8.	Analyze relationships between two continuous variables and determine valid prediction models using simple linear regression and correlation.

These ILOs aims to enable students to attain the following Programme Intended Learning Outcomes (PILOs):

PILOs	M1	M2	M3	M4	M5	M6	M7	M8
P1. Integrate contemporary Management theories and business disciplines relevant to general business practices.	✓							
P2. Apply critical thinking and logical analysis skills and techniques to resolve management issues.	✓	✓	✓	✓	✓	✓	✓	✓
P3. Utilize appropriate written and spoken forms to communicate effectively and professionally with stakeholders in various cultural environments.								
P4. Demonstrate leadership in a team and respecting the rights of others irrespective of their cultural background, race or gender in order to solve unpredictable problems in the field.								
P5. With the help of mathematical and statistical skills, utilize the latest empirical findings and academic studies to support the recommendation of business projects or reports.	✓	✓	✓	✓	✓	✓	✓	✓
P6. Recommend an appropriate course of action by ethically examining economic, environmental, political, legal and regulatory contexts of global business practices.								
P7. Interpret and utilize Management information or business software for internal control, planning, performance evaluation, and coordination to improve efficiency and effectiveness in the business process.								

MODULE SCHEDULE AND COVERAGE

Week	Content Coverage	Contact Hours
1	1. The Nature of Statistics 1.1 Two Kinds of Statistics 1.2 Simple Random Sampling	1.5
1	2. Organizing Data 2.1 Variables and Data 2.2 Organizing Qualitative Data 2.3 Organizing Quantitative Data 2.4 Distribution Shapes	3
3	3. Descriptive Measures 3.1 Measures of Center 3.2 Measures of Variation 3.3 The Five-Number Summary; Boxplots 3.4 Descriptive Measures for Populations; Use of Samples	4.5

4	4. Probability Concepts 4.1 Probability Basics 4.2 Events 4.3 Some Rules of Probability 4.8 Counting Rules	3
5	5. Discrete Random Variables 5.1 Discrete Random Variables and Probability Distributions 5.2 The Mean and Standard Deviation of a Discrete Random Variable 5.3 The Binomial Distribution 5.4 The Poisson Distribution	3
6	6. The Normal Distribution 6.1 Introducing Normally Distributed Variables 6.2 Areas under the Standard Normal Curve 6.3 Working with Normally Distributed Variables 6.4 Assessing Normality; Normal Probability Plots 6.5 Normal Approximation to the Binomial Distribution	4.5
8	Test	3
9	7. The Sampling Distribution of the Sample Mean 7.1 Sampling Error; the Need for Sampling Distributions 7.2 The Mean and Standard Deviation of the Sample Mean 7.3 The Sampling Distribution of the Sample Mean	3
10	8. Confidence Intervals for one Population Mean 8.1 Estimating a Population Mean 8.2 Confidence Intervals for One Population Mean When σ is Known 8.3 Confidence Intervals for One Population Mean When σ is Unknown	3
11	9. Hypothesis Tests for One Population Mean 9.1 The Nature of Hypothesis Testing 9.2 Critical-Value Approach to Hypothesis Testing 9.3 *P*-Value Approach to Hypothesis Testing 9.4 Hypothesis Tests for One Population Mean When σ is Known 9.6 Hypothesis Tests for One Population Mean When σ is Unknown	4.5
12	10. Inferences for Two Population Means 10.1 The Sampling Distribution of the Difference between Two Sample Means for Independent Samples 10.3 Inferences for Two Population Means, Using Independent Samples: Standard Deviations Not Assumed Equal 10.5 Inferences for Two Population Means, Using Paired Samples	3
13	12 Inferences for Population Proportions 12.1 Confidence Intervals for One Population Proportion 12.2 Hypothesis Tests for One Population Proportion 12.3 Inferences for Two Population Proportions, Using Independent Samples	3
14	14. Descriptive Methods in Regression and Correlation 14.1 Linear Equations with One Independent Variable 14.2 The Regression Equation	3

	14.3 The Coefficient of Determination 14.4 Linear Correlation	
15	Final Exam	3

TEACHING AND LEARNING ACTIVITIES

In this learning module, students will work towards attaining the ILOs through the following teaching and learning activities:

Teaching and Learning Activities	M1	M2	M3	M4	M5
T1. Lecture	✓	✓	✓	✓	✓
T2. Classwork exercises	✓	✓	✓	✓	✓

ATTENDANCE

Attendance requirements are governed by the Academic Regulations Governing Bachelor's Degree Programmes of the Macao Polytechnic University. Students who do not meet the attendance requirements for the learning module shall be awarded an 'F' grade.

ASSESSMENT

In this learning module, students are required to complete the following assessment activities:

Assessment Activities	Weighting (%)	ILOs to be Assessed
A1. Classwork exercises	20%	M1 – M8
A2. Test	30%	M1 – M8
A3. Final examination	50%	M1 – M8

The assessment will be conducted following the University's Assessment Strategy (see www.mpu.edu.mo/teaching_learning/en/assessment_strategy.php). Passing this learning module indicates that students will have attained the ILOs of this learning module and thus acquired its credits.

MARKING SCHEME

The University Grading System:

Letter Grade	Mark Ranges	Grade Point	Grade Definition
A A-	93 – 100 88 – 92	4.0 3.7	Excellent
B+	83 – 87	3.3	Very Good
B B-	78 – 82 73 – 77	3.0 2.7	Good
C+ C C-	68 – 72 63 – 67 58 – 62	2.3 2.0 1.7	Satisfactory
D+ D-	53 – 57 50 – 52	1.3 1.0	Pass
F	0 – 49	0	Fail

TEXTBOOK

Weiss, N. A. (2016). *Introductory Statistics, Global Edition*, 10th Edition, Pearson Education.

STUDENT FEEDBACK

At the end of every semester, students are invited to provide feedback on the learning module and the teaching arrangement through questionnaires. Your feedback is valuable for instructors to enhance the module and its delivery for future students. The instructor and programme coordinators will consider all feedback and respond with actions formally in the annual programme review.

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P6. Recommend an appropriate course of action by ethically examining economic, environmental, political, legal and regulatory contexts of global business practices.								
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