

COURSE SYLLABUS
FOR FULL-TIME UNDERGRADUATE PROGRAMS

(Issued under Decision No.1380/QĐ-ĐHKTQĐ on 15/8/2016 by the University President)

1. COURSE NAME: BUSINESS STATISTICS

Code: TKKD1114

Total Credit: 03

2. DEPARTMENT IN CHARGE OF INSTRUCTION: Business Statistics Department

Office: Room No.401 – Block 7 – National Economics University

Office Hours: 8:00 – 17:00, from Monday to Friday

Office Telephone: 04.38693275

3. PRE-REQUISITE: Probability and Mathematical Statistics

4. COURSE DESCRIPTION:

Business Statistics is a subject that presents basic statistical methods and application of business administration in general in all areas, such as in market research, efficiency and business results analysis and the financial activities.

Course content firstly introduces some general issues of business statistics which clarify the object of study, the role of business statistics, data and survey methods of data collection in business statistics. Methods in Business Statistics including descriptive and inference statistics are used throughout to allow study of the nature and regularity of the phenomenon.

Market research is one of the contents of business statistics. In particular, a system of statistical indicators is developed to reflect market factors such as supply, demand and the relation between supply and demand; therefrom we can analyze the size, structure and market volatility. Next, in order to quantify and measure the business activities, the groups of indicators reflecting the business performance and financial results are presented and analyzed in turn in order to evaluate the general picture of business activities.

This is a compulsory subject of Business Administration and is an elective for all other sectors in the fields of economics and business administration.

5. COURSE OBJECTIVES

After completing the course, learners will be able to:

- Understand the object of study of business statistics and survey methods of data collection for business statistics.
- Ability to build a system of statistical indicators reflecting the market factors and the statistical methods to analyze and forecast the market in the business field.
- Understand the characteristics of the application of the statistical analysis method in the cases of business.
- Apply statistical methods to assess the effectiveness of business operations and financial performance; therefrom promptly makesuggestions and solutions in specific situations.

6. COURSE CONTENT:

TENTATIVE SCHEDULE

<i>No</i>	<i>Contents</i>	<i>Total hours</i>	<i>In details</i>	
			<i>Theory</i>	<i>Practice, Discussion</i>
1	Chapter 1	6	4	2
2	Chapter 2	12	9	3
3	Chapter 3	9	7	2
4	Chapter 4	9	7	2
5	Chapter 5	8	6	2
	Mid-course Test	1		1
	Total	45	33	12

CHAPTER 1 – INTRODUCTION TO BUSINESS STATISTICS

Statistics is an indispensable tool in all areas, as a basis for accurate and timely decision making, especially in business management activities. First of all Chapter 1 introduces the general concept, object and role of business statistics; then introduces the types of data and survey methods to collect information in order to clarify the origin and method of forming a set of data used for business statistical analysis.

Content:

1.1. The general concepts of Business Statistics

1.1.1. Concepts and research objects of business statistics

1.1.2. The role of business statistics

1.1.3. Some concepts used in statistics

1.2. The types and sources of statistical data

1.2.1. Types of data

1.2.2. Statistical data sources

1.3. Statistical surveys

Texts and readings for the chapter:

1. Tran Thi Kim Thu (2012), *Statistical Theory*, National Economics University Publishing House.

2. Nguyen Nang Phuc (2007), *Business Analysis*, Finance Publisher

3. Nguyen Thi My, Phan Duc Dung (2008), *Business analysis*, Statistical Publishing House.

4. David R.Anderson, Dennis J.Sweeney (2011), Thomas A.Williams, *Statistics for business and economics*, 11th edition, South-Western, Cengage Learning.

5. Mark L. Berenson, David M. Levine, Timothy C. Krehbiel (2009), *Basic Business Statistics, Concepts and Applications*, Eleventh edition, Pearson International Edition.

CHAPTER 2: STATISTICAL METHODS IN BUSINESS ADMINISTRATION

The characteristics of business operations require statistical methods to be consistent in order to research, analyze and show the essence, regularity of phenomena which can offer reasonable solutions. Chapter 2 focuses on two groups of statistical methods, primarily descriptive statistics in order to present and describe the phenomenon through analysis of specific parameters. The second group is the method of statistical analysis: analyzing the correlation relationship, analyzing the variation of the phenomenon over time, analyze the impact of these factors, ... through statistical inference section.

Content:

2.1. Descriptive statistics

2.1.1. Data presentation by using tables and graphs

2.1.2. Numerical descriptive techniques

2.2. Inference Statistics

2.2.1. Estimation and hypothesis testing

2.2.2. Relationship analysis methods

2.2.3. Time series analysis

2.2.4. Index numbers

Texts and readings for the chapter:

1. Tran Thi Kim Thu (2012), *Statistical Theory*, National Economics University Publishing House.
2. Pham Ngoc Kiem, Nguyen Cong Nhu, Bui Duc Trieu (2009), *Statistics in Enterprise*, Statistical Publishing House.
3. Pham Ngoc Kiem, Nguyen Cong Nhu (2004), *Business statistics*, Statistical Publishing House
4. David R.Anderson, Dennis J.Sweeney (2011), Thomas A.Williams, *Statistics for business and economics*, 11th edition, South-Western, Cengage Learning.
5. Mark L. Berenson, David M. Levine, Timothy C. Krehbiel (2009), *Basic Business Statistics, Concepts and Applications*, Eleventh edition, Pearson International Edition.

CHAPTER 3: STATISTICS FOR MARKET RESEARCH

Market statistical analysis provides a complete picture of the market, the characteristics of supply, demand and supply-demand relationship. On that basis, we can build a system of statistical indicators reflecting market perspective on the supply, demand and use statistical methods appropriately to provide analysis and market forecasts in the future.

Content:

3.1. General principles

- 3.1.1. The concept and meaning of statistics for market research
- 3.1.2. Market classification
- 3.1.3. Market factors

3.2. The market indicators

- 3.2.1. Market demand indicators
- 3.2.2. Market supply indicators
- 3.2.3. Supply-demand relationship indicators

3.3. Methods of market analysis and forecast

- 3.3.1. Analyzing market size
- 3.3.2. Analyzing market structure
- 3.3.3. Analyzing market change
- 3.3.4. Market forecast

Texts and readings for the chapter:

1. Tran Thi Kim Thu (2011), *Sociological Surveys*, National Economics University Publishing House
2. Tran Thi Kim Thu (2016), *Statistics in market research*, National Economics University Publishing House
3. Tran Dai, Le Huy Duc (2003), *The forecast of socio-economic development*, Statistical Publishing House.

CHAPTER 4: STATISTICS FOR BUSINESS EFFICIENCY

In business management activities, business efficiency are always put on top. Chapter 4 focuses on clarifying the issues related to the concepts of business effectiveness as well as the system of statistical indicators reflecting the efficiency of business operations. Next is the statistical methods used to analyze the results and efficiency achieved by business such as analyzing fluctuation and considering the influencing factors.

Content:

4.1. General concepts

- 4.1.1. Concepts, classification and research meaning
- 4.1.2. Method of determining the indicators

4.2. Indicators of business efficiency

- 4.2.1 Indicators of labor efficiency
- 4.2.2 Indicators of asset efficiency

4.3. Statistical analysis of business outputs and efficiency

- 4.3.1. Analysis of the variation
- 4.3.2. Analysis of influencing factors

Texts and readings for the chapter:

1. Tran Thi Kim Thu (2012), *Statistical Theory*, National Economics University Publishing House.
2. Pham Ngoc Kiem, Nguyen Cong Nhu, Bui Duc Trieu (2009), *Statistics in Enterprise*, Statistical Publishing House.
3. Pham Ngoc Kiem, Nguyen Cong Nhu (2004), *Business statistics*, Statistical Publishing House.

CHAPTER 5: STATISTICS FOR FINANCIAL OPERATIONS

In business, it is important to make profit maximization and business efficiency but also use the funds in the most reasonable way and make financial results to be in line with the objectives set out. This chapter clarifies the issues related to the financial results, the system of indicators and statistical methods of analyzing financial performance.

Content:

5.1. Statistics for results of financial activities

- 5.1.1. General concepts
- 5.1.2. The significance of the statistical analysis of financial results
- 5.1.3. Indicators of financial performance

5.2. Statistics for financial capacity

- 5.2.1. The significance of the statistical analysis of financial capacity
- 5.2.2. Indicators of the financial capacity

5.3. Analysis of financial operation

- 5.3.1. Analysis of financial results
- 5.3.2. Analysis of financial capacity.

Texts and readings for the chapter:

1. Tran Thi Kim Thu (2012), *Statistical Theory*, National Economics University Publishing House.
2. Pham Ngoc Kiem, Nguyen Cong Nhu, Bui Duc Trieu (2009), *Statistics in Enterprise*, Statistical Publishing House.
3. Pham Ngoc Kiem, Nguyen Cong Nhu (2004), *Business statistics*, Statistical Publishing House.

7. REQUIRED TEXTBOOK & COURSE MATERIALS

Tran Thi Kim Thu (2012), *Statistical Theory*, National Economics University Publishing House.

8. RECOMMENDED TEXTS & OTHER READINGS

1. Tran Thi Kim Thu (2012), *Statistical Theory*, National Economics University Publishing House.
2. Pham Ngoc Kiem, Nguyen Cong Nhu, Bui Duc Trieu (2009), *Statistics in Enterprise*, Statistical Publishing House
3. Pham Ngoc Kiem, Nguyen Cong Nhu (2004), *Business statistics*, Statistical Publishing House.
4. Tran Thi Kim Thu (2011), *Sociological Surveys*, National Economics University Publishing House
5. Tran Thi Kim Thu (2016), *Statistics in market research*, National Economics University Publishing House
6. Tran Dai, Le Huy Duc (2003), *The forecast of socio-economic development*, Statistical Publishing House.
7. Nguyen Nang Phuc (2007), *Business Analysis*, Finance Publisher.
8. David R.Anderson, Dennis J.Sweeney (2011), Thomas A.Williams, *Statistics for business and economics*, 11th edition, South-Western, Cengage Learning.

9. Mark L. Berenson, David M. Levine, Timothy C. Krehbiel (2009), *Basic Business Statistics, Concepts and Applications*, Eleventh edition, Pearson International Edition

9. COURSE ASSESSMENT METHOD

Comply with the current regulations of the National Economics University:

- Teachers' evaluation: 10%
- Mid-course test: 30%
- Final examination: 60%

(Students are eligible to take the final test if: the evaluation of teachers is at least 5, the minimum mid-course test score is 3)

Hanoi, 2016

HEAD OF DEPARTMENT

PRESIDENT

(signed)

(signed)

MSc. Do Van Huan

Prof.Dr. Tran Tho Dat