ISOM2500 Business Statistics (L1 – L6)
Fall Semester 2025/26

Course Outline

Instructor and TA

Lecture	L1 & L2	L3 & L4	L5 & L6
Instructor	Jason HO Room 6048A imjasonho@ust.hk	Mike SO Room 4075 immkpso@ust.hk	Xinyu SUN Room 4016B imxysun@ust.hk
TA	Alex ANZOLA Room 4049C imalexj@ust.hk	Vanessa WEI Room 4049C imvanessa@ust.hk	Kenrick YEUNG Room 4049C kenrickyeung@ust.hk

Class Schedule and Location

Lectures:

L1	1500 – 1620 (Wed & Fri)	3 Sep – 28 Nov 2025 (except 1, 29 Oct)	room 2407
L2	1330 – 1450 (Mon) 0900 – 1020 (Fri)	1 Sep – 28 Nov 2025	room 4620
L3	1630 – 1750 (Wed & Fri)	3 Sep – 28 Nov 2025 (except 1, 29 Oct)	room 2464
L4	0900 – 1020 (Tue & Thu)	2 Sep – 27 Nov 2025 (except 7 Oct)	room 4620
L5	1630 – 1750 (Tue & Thu)	2 Sep – 27 Nov 2025 (except 7 Oct)	room 4619
L6	0900 – 1020 (Mon & Wed)	1 Sep – 26 Nov 2025 (except 1, 29 Oct)	room 2306

Computer Labs:

- 2 online computer lab sessions on MS Excel will be scheduled after the Add/Drop period and toward the end of the semester, respectively. Exact dates will be announced in due course.
- Real-time attendance is not mandatory. Video recordings will be available on Canvas.
- Knowledge of MS Excel may be required in assignments, but not in examinations.

Version 0 (12 Aug 2025)

Course Description

Statistics play an important role in every discipline that utilizes data. The diverse areas involving application of Statistics include Science, Medicine, Engineering, Business, among others. This course is designed to teach fundamental concepts and methods in statistical thinking and reasoning, from which students can understand the business and economic situations, and make informed decision wisely and effectively, when facing data from various sources that quantify relevant information to a problem in the business world.

Intended Learning Outcomes (ILOs)

By the end of this course, students should be able to:

ILO1: Understand and master basic theoretical concepts and methods in statistical thinking and reasoning, so as to decide what statistical techniques are most appropriate to use in a given situation based on knowledge of their advantages and limitations.

ILO2: Apply descriptive and/or basic inferential methods in Statistics to solve a real problem in business environment.

ILO3: Interpret and present statistical results that are either self-produced or provided by others.

ILO4: Be ready to learn multiple linear regression in subsequent courses.

Assessment and Grading

This course will be assessed using criterion-referencing and grades will not be assigned using a curve.

Assessments:

Assessment Task	Contribution to Overall Course grade (%)	Due Date
Homework Assignment	20	Week 3 to 13
Midterm examination	25	16 Oct 2025[1]
Final examination	55	Fall term examination period; exact date to be announced by AR

Mapping of Course ILOs to Assessment Tasks:

Assessment Task	Mapped ILOs	Explanation
Homework assignment	ILO1, ILO2, ILO3, ILO4	This task allow students to solve a real problem in business environment, involving formulation of the problem in statistical terms, selection of an appropriate technique to apply in a given situation, analysis of the data, presentation and interpretation of results of the statistical analysis.
Midterm examination	ILO1, ILO2, ILO3	Midterm examination evaluates students' ability in mastering basic concepts and theory in Statistics, application of descriptive methods, and correct interpretation of statistical results.

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[1] This date of the midterm examination is subject to change due to availability of examination venues and should be confirmed by week 3 of the semester.

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Final examination	ILO1, ILO2, ILO3, ILO4	Final examination evaluates students' ability in mastering basic theoretical concepts, application of both descriptive and inferential methods in Statistics, correct interpretation of statistical results, and understanding the basics of simple linear regression.

More information about each Assessment Tasks:

Assessment Task	More Descriptions
Homework assignment	• Refer to course Canvas of your lecture group for more details

Midterm examination	• Closed book
	• help sheet (2 pieces of A4-size paper with any content on all 4 pages) allowed
	• Scheduled on **16 October 2025 (Thursday), 8-9pm**[2]
	• **Absence policy:**
	    o Students must (i) obtain prior approval from the course instructor by providing a legitimate reason with relevant supporting documents, or (ii) submit a valid medical certificate justifying their absence to the course instructor within 3 days of the exam date.
	    o Students who meet the above condition (i) or (ii) will not attend any make-up exam. They must attend the final exam and their final examination will count 25%+50% = 80% of their overall course performance.

Final examination	• Closed book • Help sheet (2 pieces of A4-size paper with any content on all 4 pages) allowed • Physical copies of Z table and t table with no annotations allowed • **Date and venue to be announced** • **Absence policy:** o Students must fill in and submit a specific form to report their case, providing appropriate documentation, to the Academic Registry within 1 week of the scheduled exam date. Refer to the following webpage for more information - https://registry.hkust.edu.hk/resource-library/extenuating-circumstances-affecting-assessment

Final Grade Descriptors:

Grade	Short Description	Explanation
A	Excellent Performance	Demonstrates a comprehensive grasp and understanding of fundamental statistical concepts, selection and application of appropriate descriptive and inferential methods in Statistics, analysis of the data, presentation and interpretation of results of the statistical analysis.

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[2] This date of the midterm examination is subject to change due to availability of examination venues, and should be confirmed by week 3 of the semester.

B	Good Performance	Shows a good knowledge of fundamental statistical concepts, selection and application of appropriate descriptive and inferential methods in Statistics, analysis of the data, presentation and interpretation of results of the statistical analysis.
C	Satisfactory Performance	Possesses an adequate understanding of fundamental statistical concepts, selection and application of appropriate descriptive and inferential methods in Statistics, analysis of the data, presentation and interpretation of results of the statistical analysis.
D	Marginal Pass	Has threshold knowledge of fundamental statistical concepts, selection and application of appropriate descriptive and inferential methods in Statistics, analysis of the data, presentation and interpretation of results of the statistical analysis.
F	Fail	Demonstrates a lack of understanding of fundamental statistical concepts, insufficient knowledge in selection and application of appropriate descriptive and inferential methods in Statistics, and analysis of the data, and poor skills in presentation and interpretation of results of the statistical analysis.

Late submission Policy

Refer to course Canvas of your lecture group for more details.

Course Materials

- Required software: MS Excel
- Refer to course Canvas of your lecture group for more details.

Course AI Policy

Restrict all use of generative AI for assessment: You are prohibited from using generative artificial intelligence (AI) to produce any materials or content related to homework assignments.

Academic Integrity

Students are expected to adhere to the university's academic integrity policy. Students are expected to uphold HKUST's Academic Honor Code and to maintain the highest standards of academic integrity. The University has zero tolerance of academic misconduct. Please refer to Academic Integrity | HKUST - Academic Registry for the University's definition of plagiarism and ways to avoid cheating and plagiarism.