



ISOM2500 Business Statistics (L1 – L6)
Fall Semester 2026/27

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 4016 imxysun@ust.hk
TA	Vanessa WEI Room 4049C imvanessa@ust.hk	Vanessa WEI Room 4049C imvanessa@ust.hk	Kenrick YEUNG Room 4049C kenrickyeung@ust.hk

Class Schedule and Location

Lectures:

L1	1200 – 1520 (Mon & Wed)	2 Sep – 30 Nov 2026 (except 19 Oct)	LG5 102
L2	1500 – 1620 (Wed & Fri)	2 Sep – 27 Nov 2026	LG5 102
L3	1630 – 1750 (Wed & Fri)	2 Sep – 27 Nov 2026	room 2502
L4	1030 – 1150 (Mon & Wed)	2 Sep – 30 Nov 2026 (except 19 Oct)	room 4619
L5	1330 – 1450 (Mon) 0900 – 1020 (Fri)	4 Sep – 30 Nov 2026 (except 19 Oct)	LG5 202
L6	0900 – 1020 (Mon & Wed)	2 Sep – 30 Nov 2026 (except 19 Oct)	CYT G001

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 course Canvas.
- Knowledge of MS Excel commands may be needed in homework assignments, but not in examinations.

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 equip students with fundamental concepts and methods in statistical thinking and reasoning. Through discussion of real-life applications, students will learn how to make informed decisions wisely and effectively in the business world by extracting relevant information embedded in data from various sources.

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 results of statistical analyses 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	14 Oct 2026 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 allows 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,

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.

		application of descriptive methods, and correct interpretation of statistical results.
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 (1 piece of A4-size paper with any content on all 2 pages) allowed • Scheduled on 14 October 2026 (Wednesday), 8-9pm² • Absence policy: ○ Students must (i) obtain a 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 examination date. ○ Students who meet the above condition (i) or (ii) will not attend any make-up examination. They must attend the final exam examination and their final examination score will count $25\%+55\% = 80\%$ 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: ○ 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. ○ Students must sit for the final examination to pass the course. A student who misses the final examination will be automatically assigned an F grade.

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.

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
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

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](#) to familiarize yourself with the University's definition of plagiarism and ways to avoid cheating and plagiarism.