



**ISOM2500 Business Statistics (L2)  
Spring Semester 2026**

**Course Outline**

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Course Instructor	Dr. Xinyu Sun Department of Information Systems, Business Statistics, and Operations Management (ISOM)
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Office Location	LSK 4016B
Office Hours	Monday, 1130 – 1230
Email	<a href="mailto:imxysun@ust.hk">imxysun@ust.hk</a>

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Teaching Assistant (TA)	Mr. Kenrick Yeung
Office Location	LSK 4049C
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**Class Schedule<sup>1</sup> and Location**

0900 – 1020 Monday & Wednesday	2 February – 6 May 2026 (No Class on 18 Feb, 6 April, 8 April)	LSK G012
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**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 in 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.

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<sup>1</sup> During the semester, there are 2 computer lab sessions apart from regular lectures. Refer to the end of this document for more information.

## 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
Non-exam assessment	20	Week 3 to 13
Quiz	40	9 March; 13 April
Final examination	40	Spring term examination period; exact date to be announced by AR

*Mapping of Course ILOs to Assessment Tasks:*

Assessment Task	Mapped ILOs	Explanation
Non-exam assessment	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.
Quiz	ILO1, ILO2, ILO3	Quizzes evaluate students' ability in mastering basic concepts and theory in Statistics, 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 Assessment Tasks:*

Assessment Task	More Descriptions
Non-exam assessment	<ul style="list-style-type: none"> <li>• 5 sets of in-class assignments (on Canvas) and 1 midterm feedback survey</li> <li>• You will earn full points by participating in at least 5 sessions (4 points each)</li> <li>• No late submission is allowed</li> </ul>
Quiz	<ul style="list-style-type: none"> <li>• 2 closed book quizzes (each counts 20% of overall course grade)</li> <li>• help sheet (1 piece of A4-size paper with any content on both pages) allowed</li> <li>• Scheduled on <b>9 March (Monday), 8:30-9:30pm</b> and <b>13 April (Monday), 8:30-9:30pm<sup>2</sup></b></li> <li>• <b>Absence policy:</b> <ul style="list-style-type: none"> <li>○ 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 quiz date.</li> <li>○ Students who meet the above condition (i) or (ii) will NOT attend any make-up quiz. They MUST attend the final examination so that their final examination score will make up the missing 20% (or 40%) of their overall course performance.</li> </ul> </li> </ul>
Final examination	<ul style="list-style-type: none"> <li>• Closed book</li> <li>• Help sheet (2 pieces of A4-size paper with any content on all 4 pages) allowed</li> <li>• <b>Date and venue to be announced</b></li> <li>• <b>Absence policy:</b> <ul style="list-style-type: none"> <li>○ 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 - <a href="https://registry.hkust.edu.hk/resource-library/extenuating-circumstances-affecting-assessment">https://registry.hkust.edu.hk/resource-library/extenuating-circumstances-affecting-assessment</a></li> </ul> </li> </ul>

*Final Grade Descriptors:*

Grade	Short Description	Explanation
A	Excellent Performance	Demonstrates a comprehensive grasp and understanding of fundamental statistical concepts, of selection and application of appropriate descriptive and inferential methods in Statistics upon analyzing any data, and of interpretation and presentation of results from statistical analysis of the data
B	Good Performance	Demonstrates a high level of understanding of fundamental statistical concepts, of selection and application of appropriate descriptive and inferential methods in Statistics upon analyzing any data, of interpretation and presentation of results from statistical analysis of the data

<sup>2</sup> These dates of quizzes are subject to change due to availability of examination venues and should be confirmed by week 3 of the semester.

C	Satisfactory Performance	Demonstrates adequate knowledge of fundamental statistical concepts, of selection and application of appropriate descriptive and inferential methods in Statistics upon analyzing any data, and of interpretation and presentation of results from statistical analysis of the data
D	Marginal Pass	Demonstrates little or inconsistent knowledge of fundamental statistical concepts, of selection and application of appropriate descriptive and inferential methods in Statistics upon analyzing any data, and of interpretation and presentation of results from statistical analysis of the data
F	<sup>3</sup> Fail	Demonstrates a lack of understanding of fundamental statistical concepts, insufficient knowledge in selection and application of appropriate descriptive and inferential methods in Statistics upon analyzing any data, and poor skills in interpretation and presentation of results from statistical analysis of the data

## Communication and Feedback

- Channel your enquiries regarding
  - administration and logistics of the course (e.g., issues about submission or grading of homework assignments, absence in exam, etc.) to TA.
  - teaching and learning materials discussed in lectures to course instructor.
- Marks and feedback for individual assessed tasks will be communicated via Canvas within two weeks of submission.
- Any discrepancies in assessment marks posted in gradebook of Canvas should be reported to TA without any delay.

## Late submission Policy

To ensure fairness for students who submit homework assignments on time, no late submission of assignments according to records on Canvas (with no exception due to whatsoever reason) will be accepted.

## Course Materials

- Class slides, and other teaching materials available on Canvas in HKUST iLearn (<https://ilearn.ust.hk/iLearn/home.html>), or HKUST iLearn App on App Store or Google Play
- Recommended Textbook: *Business Statistics: A Decision Making Approach, Global Edition* (11<sup>th</sup> ed), David Groebner, Patrick Shannon and Phillip Fry, Pearson (2023)
- Required software: MS Excel

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<sup>3</sup> Students must sit for the final examination to pass the course. That is, a student who misses the final examination will be automatically assigned an F grade.

## 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 all take-home assessments, such as 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.

## 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 commands may be needed in homework assignments but will NOT be included in examinations.