



ISOM2600 Business Statistics (L3-5) Spring Semester 2026

Course Outline

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| Course Instructor | Dr. Xinyu Sun Department of Information Systems, Business Statistics, and Operations Management (ISOM) |
| Office Location | LSK 4016B |
| Office Hours | Monday, 1130 – 1230 |
| Email | imxysun@ust.hk |

Class Schedule and Location

| Session | Schedule | Dates and Exceptions | Classroom | TA |
|---------|-------------------------|---|-----------|---------|
| L3 | 12:00 - 14:00 Wednesday | March 25 April 1, 15, 22, 29 May 6 | 2464 | Kenrick |
| L4 | 13:00 - 15:00 Monday | March 23, 30 April 13, 20, 27 May 4 | CYTG010 | Vanessa |
| L5 | 15:00 - 17:00 Wednesday | March 25 April 1, 15, 22, 29 May 6 | 2463 | Alex |

Course Description

This course introduces students with the foundation needed to apply data analytics to real-world challenges they will confront in their future career. It covers statistical methods in descriptive analytics and predictive analytics, including regression, variable selection. This course provides students with the fundamental concepts and tools needed to understand the emerging role of business analytics in organizations and shows students how to apply basic business analytics methodology using the current popular software, and how to communicate with analytics professionals to effectively use and interpret analytic models and results for making better business decision. Emphasis is placed on statistical reasoning and interpretation of results, rather than proof of theory and coding. Students only use Python language as a tool to analysis data.

Intended Learning Outcomes (ILOs)

- To gain an understanding of how managers use business analytics to formulate and solve business problems and to support managerial decision making.
- To select and apply appropriate statistical models in the analysis of quantitative and qualitative data from a variety of business scenarios.
- To learn how to use Python to apply the statistical models on the business problems.

Prerequisites

- ISOM2500 Business Statistics
- ISOM2020 Coding for Business

Labs

Lab sections are arranged to learn Python code and discuss the assignments. Lab instructors will be fully responsible for your performance in the lab. Only contents from Lectures will be tested in the final. But lab sections can help with python-based assignments.

Assessment and Grading

This course will be assessed using [criterion-referencing](#) and grades will not be assigned using a curve. Your grade in the course is based on 3 components:

More information about Assessment Tasks:

| Tasks | Contribution | Requirement |
|------------------------|--------------|---|
| Participation | 10% | There will be 6 in-class quizzes or surveys You will get full participation marks (10 points) if you attend at least 5 sessions, with each awarding 2 points (i.e. you may miss 1 class without any penalty to your participation grade) |
| Lab Assignments | 20% | Students should form groups of 3 students to finish the assignments (please form a group with classmates in the same Lab session) and submit the soft copy to us through Canvas: <ul style="list-style-type: none">• Lab Assignment 1 (10%): Due week 5• Lab Assignment 2 (10%): Due week 7 For the soft copy, please sign the name on the cover page of the assignment (before the deadline); otherwise, you will have no record for HWs. The excuses, i.e. “forget to sign”, “Other members submit the HW without notice” etc. are not accepted. |

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| | | <p>Note: CANVAS will automatically close the submit channel right after the deadline. It is the supporting evidence to your punctual submission of homework. No argument is allowed for those students who claim that they have submitted the homework but CANVAS did not receive it, or there is no <i>submit</i> button. Because the <i>submit</i> button is gone automatically right after the deadline. You are strongly recommended to test the <i>submit</i> button and submit your homework earlier.</p> <p>Free riding is not allowed.</p> <p>If you don't join the discussion of HWs, other members from your group have the right to submit HW without your permission and without your name on it. In addition, if you have little contribution in the discussion (e.g. Show up without preparation), your group-mates can send an email to notice me.</p> <p>Note: you can use ZOOM meeting, WeChat or WhatsApp for discussion. Please keep a record just in case you need to file a complaint.</p> |
| Final Exam | 70% | <p>It is an individual exam Python will be tested Closed book, you can bring <u>2-page</u> A4 size cheat sheets to the exam 40-45 multiple choice questions, 70 minutes</p> |

Notes: Appropriate documentation proving the student's illness on the day of the missed final assessment **MUST** be provided in writing* within one week of the scheduled date of the final exam. Otherwise, if the final exam is missed, you won't pass the course.

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.
 - Lab related issues, please directly contact your lab instructor
 - 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.

Grievance Procedure

If you disagree with grades that have been assigned to your work, please reach out to the TA and copy the me (Xinyu) within one week after the grades have been published on the course website. Be specific about what it is that you don't agree with.

Course AI Policy

You are allowed to use generative AI for this assessment only for the following purposes: learning concepts, optimizing code, and brainstorming analysis ideas. Any use of AI must be properly acknowledged.

Please be aware that AI-generated content is not always accurate, and you are fully responsible for verifying and ensuring the correctness of any AI-assisted work.

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.