



**LUND**  
UNIVERSITY

School of Economics and Management

**STAA35, Statistics: Business Statistics, 5 credits**  
*Statistik: Statistik för international business, 5 högskolepoäng*  
First Cycle / Grundnivå

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### Details of approval

The syllabus was approved by The Board of the Department of Statistics on 2017-04-03 and was last revised on 2018-03-12. The revised syllabus applies from 2018-03-13, spring semester 2018.

### General Information

The course is a compulsory course in BSc in International Business (EGIBU).

*Language of instruction:* English

*Main field of studies*

Statistics

*Depth of study relative to the degree requirements*

G1N, First cycle, has only upper-secondary level entry requirements

### Learning outcomes

#### Knowledge and understanding

For a passing grade the student must

- demonstrate knowledge of the concepts independence, probability, distribution, expected values and variance, and
- demonstrate knowledge of graphical and numerical methods for descriptive statistics.

#### Competence and skills

For a passing grade the student must

- demonstrate the ability to calculate probabilities and expected values for a given distribution,
- demonstrate the ability to construct questionnaires and collect data, and

- demonstrate the ability to analyse and present data using statistical software.

### Judgement and approach

To pass the course the student must

- demonstrate the ability to make assessments with regard to relevant statistical and ethical aspects.

### Course content

The course consists of two parts. One covers introductory probability theory. This includes

- events and sample spaces, simple and joint probability, conditional probability, Bayes' theorem,
- discrete probability distributions, including binomial distribution, Poisson distribution, hypergeometrical distribution,
- continuous distributions, including normal and uniform distributions, and
- sampling distributions of the mean and proportion, the central limit theorem.

The other covers descriptive statistics. This includes

- data collection, measurement scales, sampling methods, and
- graphical and numerical methods for summarising and presenting data.

### Course design

The course consists of lectures, exercises, exercises in computer lab, and a compulsory seminar. Lectures and exercises deal mainly with probability theory. Students are expected to actively participate in the exercise. The exercises in the the computer lab provide an introduction to statistical software. The students will also collect data in groups. These data will be presented at the seminar.

### Assessment

The examination consists of a written exam and a group project presented both orally and in writing.

The examiner, in consultation with Disability Support Services, may deviate from the regular form of examination in order to provide a permanently disabled student with a form of examination equivalent to that of a student without a disability.

*Subcourses that are part of this course can be found in an appendix at the end of this document.*

### Grades

Marking scale: Fail, E, D, C, B, A.

**A** (Excellent) 85-100 points/percent. A distinguished result that is excellent with regard to theoretical depth, practical relevance, analytical ability and independent thought.

**B** (Very good) 75-84 points/percent. A very good result with regard to theoretical depth, practical relevance, analytical ability and independent thought.

**C** (Good) 65-74 points/percent. The result is of a good standard with regard to theoretical depth, practical relevance, analytical ability and independent thought and lives up to expectations.

**D** (Satisfactory) 55-64 points/percent. The result is of a satisfactory standard with regard to theoretical depth, practical relevance, analytical ability and independent thought.

**E** (Sufficient) 50-54 points/percent. The result satisfies the minimum requirements with regard to theoretical depth, practical relevance, analytical ability and independent thought, but not more.

**F** (Fail) 0-49 points/percent. The result does not meet the minimum requirements with regard to theoretical depth, practical relevance, analytical ability and independent thought.

To pass the course, the students must have been awarded the grade of E or higher.

## **Entry requirements**

General and courses corresponding to the following Swedish Upper Secondary School Programs: English 6, Mathematics 3b/3c and Social Studies 1b/1a1+1a2.

## Subcourses in STAA35, Statistics: Business Statistics

Applies from H17

- 1701 Examination, 3,5 hp  
Grading scale: Fail, Pass
- 1702 Project, 1,5 hp  
Grading scale: Fail, Pass