

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

Details of approval

The syllabus is an old version, approved by The Board of the Department of Statistics on 2017-04-03 and was last revised on 2017-04-03. . The revised syllabus applied from 2017-05-01. , autumn semester 2017.

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.

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.

Grade (definition) Points or percentage of maximum points. Description

A (Excellent) 85-100. An excellent result in terms of theoretical depth, practical relevance, analytical ability and independence.

B (Very good) 75-84. A very good result in terms of theoretical depth, practical relevance, analytical ability and independence.

C (Good) 65-74. A good result in terms of theoretical depth, practical relevance, analytical ability and independence.

D (Satisfactory) 55-64. A satisfactory result in terms of theoretical depth, practical relevance, analytical ability and independence.

E (Acceptable) 50-54. A result that satisfies the minimum requirements with regard to theoretical depth, practical relevance, analytical ability and independence.

U (Inadequate/Fail) 0-49. An inadequate result in terms of theoretical depth, practical relevance, analytical ability and independence.

To pass a course, the student must obtain the grade of E or higher.

The grade is based on the results on the exam.

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