School of Economics and Management

STAA36, Statistics: Fundamentals of Business Analytics, 7.5 credits

Statistik: Affärsanalysens grunder, 7,5 högskolepoäng
First Cycle / Grundnivå

Details of approval

The syllabus is an old version, approved by The Board of the Department of Statistics on 2018-03-12 and was valid from 2018-03-13 , autumn semester 2018.

General Information

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

Main field of studies	Depth of study relative to the degree requirements
Statistics	G1F, First cycle, has less than 60 credits in first-cycle course/s as entry requirements

Learning outcomes

Knowledge and understanding
For passing the course the student shall

- demonstrate knowledge about fundamental statistical concepts such as hypothesis testing, p-value, regression and confidence interval, and
- demonstrate knowledge about how to apply statistical software for evaluating the concepts above.

Competence and skills
For passing the course the student shall

- demonstrate the ability to compute confidence intervals and p-values,
- demonstrate the ability to construct, evaluate and understand a statistical hypothesis,
- demonstrate the ability to construct, estimate, and understand a regression model, and

  • demonstrate the ability to implement the points above using a statistical software.

Judgement and approach

To pass the course the student shall

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

Course content

There are two main components of the course. The first component is the theory of fundamental statistics. It includes:

  • confidence interval, t-distribution, hypotheses testing and p-value.
  • analysis of variance (ANOVA)
  • regression models: simple linear regression, multivariate linear regression and logistic regression.
  • statistical model choice.

The second part is implementation of the first part using statistical software.

Course design

The course consists of lectures, exercise sessions and computer sessions. The lectures and the exercise sessions will deal mostly with the theoretical part of the course. The computer sessions will deal the usage statistical software.

Assessment

The course examination consists of a written exam and one or two group projects presented 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.

The final grade on course is determined by the result on the written exam.

Entry requirements

STAA35 Business Statistics or an equivalent course.

Subcourses in STAA36, Statistics: Fundamentals of Business Analytics

Applies from H18

1801 Examination, 6,0 hp
       Grading scale: Fail, E, D, C, B, A
1802 Project, 1,5 hp
       Grading scale: Fail, Pass

This is a translation of the course
syllabus approved in Swedish