

## H6IBSTAT: Introduction to Business Statistics

Module Code:	H6IBSTAT
Long Title	Introduction to Business Statistics <b>APPROVED</b>
Title	Introduction to Business Statistics
Module Level:	LEVEL 6
EQF Level:	5
EHEA Level:	Short Cycle
Credits:	5
Module Coordinator:	MICHELE KEHOE
Module Author:	Andrea Del Campo Dugova
Departments:	School of Business
Specifications of the qualifications and experience required of staff	A lecturer with expertise in quantitative methods.
<b>Learning Outcomes</b>	
<i>On successful completion of this module the learner will be able to:</i>	
<b>#</b>	<b>Learning Outcome Description</b>
LO1	Demonstrate an understanding of the fundamentals of quantitative methods and the role of statistics in business.
LO2	Gain an in-depth understanding of the different levels of measurement and when they should be used.
LO3	Demonstrate a familiarity with various descriptive statistics and make decisions as to when such tests should be used.
LO4	Demonstrate an understanding of different measures of variance and their advantages/disadvantages.
LO5	Communicate and interpret statistics in a technical and non-technical manner.
<b>Dependencies</b>	
<b>Module Recommendations</b>	
No recommendations listed	
<b>Co-requisite Modules</b>	
No Co-requisite modules listed	
<b>Entry requirements</b>	

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Module Content & Assessment			
Indicative Content			
<b>Introduction to quantitative methods</b> • Descriptive statistics and inferential statistics • Statistics vs parameters • Sampling methods and measurement error • Reliability and validity of measures			
<b>Variables and levels of measurement</b> • Independent variables and dependent variables • Levels of measurement (nominal, ordinal, interval, ratio) • Advantages/disadvantages of the different levels of measurement			
<b>Introduction to Excel</b> • Overview of the basics to using Excel • Creating variables • Entering data • Using functions in Excel • Summing variables			
<b>Displaying data</b> • How to present and display different types of data (categorical/continuous data • Using a variety of methods to present data/statistics (tables, bar charts, pie charts, dot plots, stem-and-leaf, histograms, line graphs, scatterplots) • Displaying/presenting data in Excel			
<b>Central tendency</b> • Introduction to central tendency • Calculating the mean, median, and mode • Advantages/disadvantages of using the mean, median, mode and conditions under which they should be used • Using functions in Excel to get different types of averages • Introduction to the central limit theorem and the normal distribution			
<b>Variability</b> • What is variability and why is it important? • How to measure variability • Different measures (range, interquartile range, variance, standard deviation) • Difference between sample and population measures of variance • Using Excel to get different measures of variance • Standard deviation and the normal distribution • The normal distribution • Chebyshev's theorem • Deviation from normality • Skewness (positive/negative) • Kurtosis (mesokurtic, leptokurtic, platykurtic)			
Assessment Breakdown			%
Coursework			100.00%
Assessments			
Full Time			
Coursework			
<b>Assessment Type:</b>	Continuous Assessment	<b>% of total:</b>	100
<b>Assessment Date:</b>	n/a	<b>Outcome addressed:</b>	1,2,3,4,5
<b>Non-Marked:</b>	No		
<b>Assessment Description:</b> Students will have an exam. The exam will consist of multiple-choice questions and short answer questions. The exam will consist of questions from each topic covered during the semester.			
No End of Module Assessment			
No Workplace Assessment			
Reassessment Requirement			
<b>Coursework Only</b> <i>This module is reassessed solely on the basis of re-submitted coursework. There is no repeat written examination.</i>			
<b>Reassessment Description</b> Students must attempt all assessment components. If the student fails the module overall, they must repeat all failed, missed, or deferred assessments.			

## H6IBSTAT: Introduction to Business Statistics

Module Workload				
Module Target Workload Hours 0 Hours				
Workload: Full Time				
Workload Type	Workload Description	Hours	Frequency	Average Weekly Learner Workload
Lecture	No Description	24	Per Semester	2.00
Tutorial	No Description	12	Per Semester	1.00
Independent Learning Time	No Description	89	Per Semester	7.42
Total Weekly Contact Hours				3.00

Module Resources	
<i>Recommended Book Resources</i>	
Lind D.A., Marchal W.G., and Wathen S.A.. (2017), Statistical Techniques in Business and Economics, 17th. McGraw Hill.	
<i>Supplementary Book Resources</i>	
Francis, A. and Mousley, B.. (2014), Business Mathematics and Statistics, 7th. Cenage Learning.	
Holmes, A., Illowsky, B., & Dean, S.. (2017), Introductory Business Statistics,, OpenStax.	
<i>This module does not have any article/paper resources</i>	
<i>This module does not have any other resources</i>	
Discussion Note:	