

IB9BA-15 Quantitative Methods for Business

20/21

Department

Warwick Business School

Level

Taught Postgraduate Level

Module leader

Jerker Denrell

Credit value

15

Module duration

9 weeks

Assessment

20% coursework, 80% exam

Study location

University of Warwick main campus, Coventry

Description

Introductory description

This module will enable you to better understand and use quantitative methods in business practice.

[Module web page](#)

Module aims

To provide an introduction to quantitative methods to students from non-numerical backgrounds. The module will equip students with an understanding of descriptive statistics and data presentation and enable them to apply the major tools needed for MSc level study and for the use of data analysis in the workplace.

Outline syllabus

This is an indicative module outline only to give an indication of the sort of topics that may be covered. Actual sessions held may differ.

Data presentation and description

Probability and frequency distributions
Theory of sampling; Central limit theorem
Confidence intervals; z tests; t-tests
The correlation coefficient
Simple and Multiple regression
Interactions in regression
Non-parametric statistics
Logistic regression

Learning outcomes

By the end of the module, students should be able to:

- - Demonstrate the ability to think quantitatively about data and determine what data can tell us, and what it cannot.
- - Describe a data set in a way that highlights what is important, by drawing the client directly to relevant comparisons.
- - Choose which statistical method is most appropriate for each kind of data, and each kind of research question

Indicative reading list

Wisniewski, M. (2009). Quantitative methods for decision makers. FT Prentice Hall. (Background)
Judd, C. M., & McClelland, G. H. (1989). Data analysis: A model comparison approach. San Diego, CA: Harcourt, Brace, Jovanovich.
Pampel, F. C. (2000). Logistic Regression: A primer. Sage.

Subject specific skills

- Conduct basic inferential statistical tests, such as t-tests and Chi-square tests.
- Conduct and interpret a multiple regression analysis.
- Conduct and interpret a logistic regression analysis.

Transferable skills

Develop facility with spreadsheets and statistical analysis packages.

Study

Study time

Type	Required
Lectures	9 sessions of 3 hours (18%)
Total	150 hours

Type	Required
Private study	123 hours (82%)
Total	150 hours

Private study description

Pre-reading, extra reading, preparing for assessment and group working (as determined by the module leader)

Costs

No further costs have been identified for this module.

Assessment

You do not need to pass all assessment components to pass the module.

Assessment group D2

	Weighting	Study time
End of Term Test	20%	
Online delivery		
2 hour examination (January)	80%	

Feedback on assessment

Feedback via My.WBS

[Past exam papers for IB9BA](#)

Availability

Courses

This module is Core for:

- Year 1 of TIBS-N120 Postgraduate International Business
- Year 1 of TIBS-N1C2 Postgraduate Taught Business (Accounting & Finance)
- Year 1 of TIBS-N1B0 Postgraduate Taught Business (Marketing)