

# IB150-15 Foundations of Data Analysis for Management

**21/22**

**Department**

Warwick Business School

**Level**

Undergraduate Level 1

**Module leader**

Elizaveta Konovalova

**Credit value**

15

**Module duration**

10 weeks

**Assessment**

Multiple

**Study location**

University of Warwick main campus, Coventry

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## Description

### Introductory description

The ability to use and make sense of quantitative information is an essential skill for any student taking a business or management degree. Foundation of Data Analysis for Management provides the students with the basic knowledge of statistics and probability. After completing the module, the students will be able carry out analysis of data as well as be critically assess reported quantitate information. These skills are essential for any career in business and management. The module provides a foundation for the term 2 module Business Analytics (IB122) and for both other modules offered in the second and third year that develop and expand on this disciplinary area.

[Module web page](#)

### Module aims

The ability to use and make sense of quantitative information is an essential skill for any student taking a business or management degree. Foundation of Data Analysis for Management provides the students with the basic knowledge of statistics and probability. After completing the module, the students will be able carry out analysis of data as well as be critically assess reported quantitate information. These skills are essential for any career in business and management. The

module provides a foundation for the term 2 module Business Analytics (IB122) and for both other modules offered in the second and third year that develop and expand on this disciplinary area.

## **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.

Business Statistics:

Introduction to statistical analysis and modelling, data presentation, descriptive statistics, basic probability concepts, introduction to probability distributions, sampling methods, confidence intervals, hypothesis testing, introduction to regression.

## **Learning outcomes**

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

- Understand the importance of statistical methods for modern business practices, and be aware of the strengths and limitations of these methods.
- Be familiar with basic statistical concepts and specific techniques.
- Tackle real life quantitative problems and be able to convey results and discuss the issues involved.
- Problem solving skills..

## **Indicative reading list**

- Siegel, A. (2016), "Practical business statistics", 7th edition, Academic Press. ISBN 9780128042502
- Favero, L. P. (2019), "Data science for business and decision making", Academic Press. ISBN 9780128112175
- Salkind, N. J. (2017), "Statistics for people who (think they) hate statistics", 6th edition, SAGE. ISBN 9781506361161
- Spiegelhalter, D. (2019), "The Art of Statistics: Learning from Data", Pelican. ISBN: 9780241398630
- Levitt, S and Dubner, S (2009). "Freakonomics: A Rogue Economist Explores the Hidden Side of Everything", Harper Perennial. ISBN: 978-0060731335

## **Subject specific skills**

Apply basic quantitative tools, be aware of limitations.

## **Transferable skills**

Use Excel for basic data analysis ranging from descriptive statistics to regression models. Critical and logical thinking.

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# Study

## Study time

Type	Required
Lectures	10 sessions of 2 hours (13%)
Seminars	9 sessions of 1 hour (6%)
Private study	48 hours (32%)
Assessment	73 hours (49%)
Total	150 hours

## Private study description

Private Study.

## Costs

No further costs have been identified for this module.

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## Assessment

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

### Assessment group D

	Weighting	Study time
Group Project	20%	15 hours
Participation	10%	7 hours
Online Examination	70%	51 hours
~Platforms - AEP		

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- Online examination: No Answerbook required

### Assessment group R

	Weighting	Study time
Online Examination - Resit	100%	
~Platforms - AEP		

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- Online examination: No Answerbook required

## Feedback on assessment

15 CATS assessment - markers comments uploaded to each student. Solutions to exam and markers comments put up on my.wbs.

[Past exam papers for IB150](#)

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## Availability

### Courses

This module is Core for:

- UIBA-N20B BSc in Management
  - Year 1 of N20B Management
  - Year 1 of N20B Management
  - Year 1 of N23K Management with Accounting
  - Year 1 of N234 Management with Digital Innovation
  - Year 1 of N235 Management with Entrepreneurship
  - Year 1 of N232 Management with Finance
  - Year 1 of N252 Management with Marketing
  - Year 1 of N23L Management with Strategy and Organisation
- Year 1 of UIBA-N1RA Undergraduate International Business with French
- Year 1 of UIBA-N1RB Undergraduate International Business with German
- Year 1 of UIBA-N1RC Undergraduate International Business with Italian
- Year 1 of UIBA-N1RD Undergraduate International Business with Spanish
- UIBA-N20F Undergraduate International Management
  - Year 1 of N20F International Management
  - Year 1 of N20F International Management
  - Year 1 of N20S International Management (with Accounting)
  - Year 1 of N20T International Management (with Chinese)
  - Year 1 of N20N International Management (with Digital Innovation)
  - Year 1 of N20P International Management (with Entrepreneurship)
  - Year 1 of N20M International Management (with Finance)
  - Year 1 of N20U International Management (with French)
  - Year 1 of N20L International Management (with Marketing)
  - Year 1 of N20V International Management (with Spanish)
  - Year 1 of N20W International Management (with Strategy and Organisation)
  - Year 1 of N20E Management (with Foundation Year)

- Year 1 of N234 Management with Digital Innovation
- UIBA-N20E Undergraduate Management (with Foundation Year)
  - Year 2 of N20E Management (with Foundation Year)
  - Year 2 of N23N Management with Accounting (with Foundation Year and Placement Year)
  - Year 2 of N23M Management with Accounting (with Foundation Year)
  - Year 2 of N23E Management with Digital Innovation (with Foundation Year)
  - Year 2 of N23F Management with Entrepreneurship (with Foundation Year)
  - Year 2 of N23D Management with Finance (with Foundation Year)
  - Year 2 of N254 Management with Marketing (with Foundation Year)
  - Year 2 of N23P Management with Strategy and Organisation (with Foundation Year)

This module is Optional for:

- Year 1 of UGEA-RN21 Undergraduate German and Business Studies
- Year 1 of UIPA-L8N1 Undergraduate Global Sustainable Development and Business
- Year 1 of UIBA-MN3A Undergraduate Law and Business Studies