

# IB9BA-15 Quantitative Methods for Business

**22/23**

**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

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## 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.

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## Study

### Study time

| Type           | Required       |
|----------------|----------------|
| Other activity | 27 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)

### Other activity description

This module will be split as two hours face-to-face workshops and one online lecture hour per week. The lecture hour may be live, or may be prerecorded, or as asynchronous tasks with either online or face-to-face support

### 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 D4

|                       | Weighting | Study time |
|-----------------------|-----------|------------|
| End of Term Test      | 20%       |            |
| In-person Examination | 80%       |            |

- Answers provided on Question Paper. No Answerbook required
- Students may use a calculator

### Feedback on assessment

Feedback via My.WBS

[Past exam papers for IB9BA](#)

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### 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)