

IB149-15 Introduction to Statistics

26/27

Department

Warwick Business School

Level

Undergraduate Level 1

Module leader

Wenjuan Zhang

Credit value

15

Module duration

10 weeks

Assessment

Multiple

Study location

University of Warwick main campus, Coventry

Description

Introductory description

This module is only open to WBS undergraduate students, and some students taking joint degrees with WBS and another department. Students from other departments cannot take this module. To find detailed availability and to apply for this module, log in to my.wbs.ac.uk using your normal IT login details and apply via the my.wbs module application system. Once you've secured a place on my.wbs you should apply via your home department's usual process, which usually takes place via eVision. Note that you do not require the module leader's permission to study a WBS module, so please do not contact them to request it.

[Module web page](#)

Module aims

The module provides a foundation for the term 2 module Business Analytics (IB122) and for both second and third year studies that utilise, develop and expand on this disciplinary area.

The ability to use and make sense of quantitative information is an essential skill for any student taking a business or management degree. Business statistics provides the student with a basic knowledge of probability and statistical concepts, including the ability to be able to carry out analysis of data as well as be critical of reported quantitative information. These skills are essential for other modules and careers in business.

There is an emphasis on solving real-world problems, using case material where appropriate, and mastering basic statistical tools. Students are encouraged to analyse data in a spreadsheet environment where possible.

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:

- Have an understanding of the need for probability and statistical methods, and be aware of the strengths and limitations of these methods.
- Be familiar with basic statistical concepts and specific techniques.
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- Have problem solving skills.
- Have critical and logical thinking.

Indicative reading list

[Reading lists can be found in Talis](#)

Subject specific skills

Application of basic quantitative tools, awareness of limitations, basic Excel skills.

Transferable skills

Use basic (non-graphical) scientific calculators to solve a range of statistical problems.

Use Excel for descriptive, graphical and summary statistical purposes.

Demonstrate numeracy ability.

Study

Study time

Type	Required
Lectures	10 sessions of 1 hour (7%)
Seminars	9 sessions of 1 hour (6%)
Online learning (independent)	10 sessions of 1 hour (7%)
Private study	48 hours (32%)
Assessment	74 hours (49%)
Total	151 hours

Private study description

Private Study.

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	Eligible for self-certification
Individual Assignment 500 words plus use of Excel.	10%	8 hours	No
Participation	10%	8 hours	No
Centrally-timetabled examination (On-campus)	80%	58 hours	No

- Students may use a calculator
- Answerbook Pink (12 page)
- Graph paper

Assessment group R2

	Weighting	Study time	Eligible for self-certification
In-person Examination	100%		No

- Answerbook Pink (12 page)

- Graph paper
- Students may use a calculator

Feedback on assessment

Feedback will be provided via my.wbs.

[Past exam papers for IB149](#)

Availability

Post-requisite modules

If you pass this module, you can take:

- IB3M5-15 Advanced Analysis for Marketing Decisions
- IB122-15 Business Analytics

Courses

Course availability information is based on the current academic year, so it may change.

This module is Core for:

- Year 1 of UIBA-N400 Undergraduate Accounting and Finance
- Year 2 of UIBA-N403 Undergraduate Accounting and Finance (with Foundation Year)
- UIBA-N401 Undergraduate Accounting and Finance (with Placement Year/Undergraduate Partnership Programme)
 - Year 1 of N401 Accounting and Finance (Placement)
 - Year 1 of N402 Accounting and Finance (Undergraduate Partnership Programme)