

# IB9BA-15 Quantitative Methods for Business

**26/27**

**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 and in other modules.

[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:

- Describe a data set in a way that highlights what is important, by drawing the client directly to relevant comparisons.
- Think quantitatively about data and determine what data can tell us, and what it cannot.

## Indicative reading list

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

## 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.

Choose which statistical method is most appropriate for each kind of data, and each kind of research question.

## Transferable skills

Use spreadsheets and statistical analysis packages

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## Study

### Study time

Type	Required
Lectures	9 sessions of 1 hour (6%)
Practical classes	(0%)
Other activity	18 hours (12%)
Total	150 hours

<b>Type</b>	<b>Required</b>
Private study	49 hours (33%)
Assessment	74 hours (49%)
Total	150 hours

## Private study description

Private study to include preparation for lectures and own reading

## Other activity description

9 x 2 hrs workshops F2F

## 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 D6

	<b>Weighting</b>	<b>Study time</b>	<b>Eligible for self-certification</b>
<b>Assessment component</b>			
45 mins in-class test	20%	15 hours	No
<b>Reassessment component</b>			
45 mins test (not in-class)			No
<b>Assessment component</b>			
Centrally-timetable examination (On-campus) 2 hr Written Examination	80%	59 hours	No

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**Weighting** **Study  
time**

**Eligible for self-  
certification**

- Answers provided on Question Paper.
- Students may use a calculator

Reassessment component is the same

## **Feedback on assessment**

Feedback via My.WBS

[Past exam papers for IB9BA](#)

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## **Availability**

### **Courses**

Course availability information is based on the current academic year, so it may change.  
This module is Core for:

- Year 1 of TIBS-N1F2 Postgraduate Taught Business with Consulting
- Year 1 of TIBS-N1F3 Postgraduate Taught Business with Marketing
- Year 1 of TIBS-N1QG Postgraduate Taught Business with Operations Management
- Year 1 of TIBS-N1F4 Postgraduate Taught International Business (MINT)