1. **Title of the module**

BUSN3670 (CB367) Introduction to Data Analysis and Statistics for Business

1. **School or partner institution which will be responsible for management of the module**

Kent Business School

1. **The level of the module (Level 4, Level 5, Level 6 or Level 7)**

Level 4

1. **The number of credits and the ECTS value which the module represents**

15 credits (7.5 ECTS)

1. **Which term(s) the module is to be taught in (or other teaching pattern)**

Autumn

1. **Prerequisite and co-requisite modules**

None

1. **The programmes of study to which the module contributes**

BA (Hons) Business & Management / Business & Management with a Year in Industry

BSc (Hons) Finance & Investment / Finance & Investment with a Year in Industry

BA (Hons) Event & Experience Management

**The intended subject specific learning outcomes.  
On successfully completing the module students will be able to:**

8.1 Summarise and analyse data and present it effectively to others.

8.2 Use statistical techniques to draw well-founded inferences from quantitative data.

8.3 Identify sources of published statistics, understand their context and report on their wider relevance.

8.4 Apply key mathematical formulae to calculate financial variables for decision-making.

1. **The intended generic learning outcomes.  
   On successfully completing the module students will be able to:**

9.1 Demonstrate numeracy and quantitative skills.

9.2 Scan and organise data and abstract meaning from information.

9.3 Work and study independently, and utilise resources effectively.

1. **A synopsis of the curriculum**

The aim of this module is to give students a solid grounding in key statistical techniques required to analyse effectively business data and data relevant for business. Indicative content:

* Maths and statistical skills for business; revision of algebra and basic mathematical functions.
* Summarising data with histograms, bar charts, frequency distributions, measures of central tendency and dispersion.
* Spreadsheets: features and functions of commonly-used spreadsheet software including: workbook, worksheet, rows, columns, cells, data, text, formulae, formatting, printing, , charts and graphs, data management facilities,
* Probability: The relationship between probability, proportion and percent, addition and multiplication rules in probability theory and Venn diagrams.
* Common Probability Density Functions.
* Sampling and its use in inference, and applications of sampling in business management.
* Regression and correlation: scatter plots; simple regression; interpreting computer output.
* Forecasting using spreadsheets.
* Hypothesis testing using z-scores and t-scores
* Simulations- random number generation

1. **Reading list (Indicative list, current at time of publication. Reading lists will be published annually)**

Freeman J. et al. (2014) *Statistics for Business and Economics*. London: Cengage Learning

Swift L. and Piff S. (2014) *Quantitative Methods for Business, Management & Finance*. Basingstoke: Palgrave Macmillan

1. **Learning and teaching methods**

Total contact hours: 27

Private study hours: 123

Total study hours: 150

1. **Assessment methods**
   1. Main assessment methods

On-Line Moodle Test (20%)

Individual Stats Report (1000 words) (20%)

Examination, 2 Hour (60%)

13.2 Reassessment methods

100% examination

1. **Map of module learning outcomes (sections 8 & 9) to learning and teaching methods (section12) and methods of assessment (section 13)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Module learning outcome** | *8.1* | *8.2* | *8.3* | *8.4* | *9.1* | *9.2* | *9.3* |
| **Learning/ teaching method** |  |  |  |  |  |  |  |
| Private Study | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| Terminal | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| Workshop | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
|  |  |  |  |  |  |  |  |
| Revision lecture | **X** | **X** | **X** | **X** | **X** | **X** |  |
| **Assessment method** |  |  |  |  |  |  |  |
| Online Moodle test | **X** | **X** |  | **X** | **X** | **X** | **X** |
| Individual statistical report | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| Examination | **X** | **X** | **X** | **X** | **X** | **X** | **X** |

1. **Inclusive module design**

The School recognises and has embedded the expectations of current equality legislation, by ensuring that the module is as accessible as possible by design. Additional alternative arrangements for students with Inclusive Learning Plans (ILPs)/declared disabilities will be made on an individual basis, in consultation with the relevant policies and support services.

The inclusive practices in the guidance (see Annex B Appendix A) have been considered in order to support all students in the following areas:

a) Accessible resources and curriculum

b) Learning, teaching and assessment methods

1. **Campus(es) or centre(s) where module will be delivered**

Medway

1. **Internationalisation**

During the computer lab workshops students are trained, amongst other things, to use online databases to access international datasets that can be used to analyse international markets and the international business environment. Students can then use this data to perform an international analysis when working on assignments within other modules. Some examples based on international datasets are also analysed throughout the term.

**FACULTIES SUPPORT OFFICE USE ONLY**

**Revision record – all revisions must be recorded in the grid and full details of the change retained in the appropriate committee records.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Date approved | Major/minor revision | Start date of the delivery of revised version | Section revised | Impacts PLOs (Q6&7 cover sheet) |
| 04/01/17 | Minor | September 2017 | 13 | No |
| 07/01/19 | Minor | September 2019 | 7,9,11,13 | No |

Revised FSO Jan 2018