1. **Title of the module**

CB378: Introduction to 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 (e.g. 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 (7.5 ECTS)

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

This module is to be taught as part of the new Chartered Manager Degree Apprenticeship which will be delivered by a part-time blended learning approach

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

None

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

Kent Business School’s undergraduate programmes in

* Business Administration/Management
* International Business
* Marketing
* Chartered Manager Degree (Level 6)
* Operations/Departmental Manager (Level 5)

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

8.1 Demonstrate an ability to use graphical, numerical and statistical techniques to handle a variety of business problems

8.2 Demonstrate an ability to summarise and analyse data and present it effectively to others

8.3 Use statistical techniques to draw well founded inferences from quantitative data

8.4 Demonstrate an ability to use appropriate software, including spreadsheets

8.5 Demonstrate an ability to understand the scope and limitations of quantitative methods

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

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

9.1 Problem solve and demonstrate decision taking skills

9.2 Demonstrate numeracy and quantitative skills

9.3 Scan and organise data, abstract meaning from information and share knowledge with others

9.4 Demonstrate effective research skills, to synthesise information and to support written work by following the required academic conventions

9.5 Develop a reflective approach to learning and critical thinking skills essential for success in business

9.6 Demonstrate effective written skills at Level 4 as required to complete written assignments and business reports

9.7 Work and study independently and utilise resources effectively

1. **A synopsis of the curriculum**

So much of the world of business is based on quantitative information—sales, stock control, investments, loans, production levels, staffing numbers, share prices, interest rates, quality control, etc. etc. In almost any organisation where you work you must expect to deal with numbers. This module introduces you to the way you can make use of quantitative information through statistical analysis.

Topics may include:

* The nature and use of numerical information
* Summarising data
* Graphical representation of data: histograms, pie charts, cumulative frequency curves
* Measures of location and dispersion
* Probability, distributions and expected values
* Sampling and its uses
* The *χ*2 distribution, questionnaire analysis and contingency tables
* Correlation

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

Keller, G. and Gaciu, N. (2015). *Managerial Statistics* (Europe, Middle East and Africa Edition), Andover: Cengage. Of particular relevance are Chapters 1–10 and 14. (ebook also available)

Seeley J, (2002), *One Step Ahead:* *Writing Reports,* Oxford: OUP.

1. **Learning and Teaching methods**

The total study time for this module is 150 hours incorporating online e-learning, work-based experience and private study.

Teaching is delivered as a blended learning approach. VLE-delivered E-activities, VLE-delivered practicals and work activities serve to reinforce material presented online and also relate directly to the learning objectives. These are specifically based on enabling students to relate their theoretical knowledge to the workplace in a variety of industries.

Work-based experience serves to reinforce and provide real-life context to the material being delivered in the module.

Private study encompasses the revising of all material presented in the above various forms of teaching and learning, together with the opportunity to explore and read more widely around specific topics.

1. **Assessment methods.**

The module is assessed 100% by coursework, divided into two sections as follows.

VLE: quizzes (60%)

3 × Moodle quizzes (each 20%) testing technical aspects of the syllabus

Statistics Report (40%)

Students have to identify real examples of the use of quantitative information and statistics and produce a report including commentary and analysis. The report will be submitted to Moodle (and tested for plagiarism through *Turnitin)* and should be no more than 8 pages in length including tables and diagrams.

In order to pass the module as a whole, students **must achieve a pass mark of 40% separately in each of the two sections** as the two sections test different learning outcomes**.** This arrangement conforms to the rules set out in Section 6.1 of the Credit Framework.

Reassessment will be on a like-for-like basis

1. ***Map of Module Learning Outcomes (sections 8 & 9) to Learning and Teaching Methods (section12) and methods of Assessment (section 13)***

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Module learning outcome** |  | *8. 1* | *8. 2* | *8. 3* | *8. 4* | *8. 5* | *8. 6* | *9. 1* | *9. 2* | *9. 3* | *9. 4* | *9. 5* | *9. 6* | *9. 7* |
| **Learning/ teaching method** | **Hours allocated** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Private Study | 50 | **✓** | **✓** | **✓** | **✓** | **✓** | **✓** | **✓** | **✓** | **✓** | **✓** | **✓** | **✓** | **✓** |
| Teaching | 50 | **✓** | **✓** | **✓** |  | **✓** | **✓** | **✓** | **✓** | **✓** |  |  |  |  |
| Work-based experience | 50 |  |  |  |  |  |  | **✓** | **✓** | **✓** | **✓** | **✓** | **✓** | **✓** |
| **Assessment method** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 3 x VLE quizzes | 60% | **✓** | **✓** | **✓** | **✓** |  |  | **✓** | **✓** |  |  |  |  | **✓** |
| Statistics report | 40% |  | **✓** |  |  | **✓** | **✓** |  |  | **✓** | **✓** | **✓** | **✓** | **✓** |

1. 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:**

Blended learning, Medway, Canterbury, Employer

1. **Internationalisation**

This module introduces students to the way you can make use of quantitative information through statistical analysis in the global environment by looking at national and international organisations.

**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.**

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| --- | --- | --- | --- | --- |
| Date approved | Major/minor revision | Start date of the delivery of revised version | Section revised | Impacts PLOs (Q6&7 cover sheet) |
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