



Course syllabus

School of Business and Economics

Department of Economics and Statistics

1ST001 Statistik för marknadsförare I, 7,5 högskolepoäng

1ST001 Statistics for Marketers I, 7.5 credits

Main field of study

Statistics

Subject Group

Statistics

Level of classification

First Level

Progression

G1N

Date of Ratification

Approved by School of Business and Economics 2013-03-12

The course syllabus is valid from autumn semester 2013

Prerequisites

General entry requirements and Civics 1b / 1a1 +1a2, Mathematics 2a / 2b / 2c or Civics A, English B, Mathematics B (Field-specific entry requirements 4/A4).

Objectives

After the course the student is expected to be able to:

- account for how statistics can be used as a tool in market analysis
- compile, analyze, present and review quantitative material with statistical tools
- use computer aids for statistical processing
- account for how statistics can be used for qualitatively improving the basis for business decisions (Business Statistics)
- account for basic probability calculations
- account for the basics for experiments and selection

Content

The course contains:

- the uses of statistics
- descriptive statistics, such as tables, charts, measures of central tendency and distribution

- statistical presentation using statistical softwares
- different sample types

Type of Instruction

The teaching consists of lectures, seminars and group assignments. The group assignments consists of compiling, analyzing, presenting quantitative data by using a statistical software.

Examination

The course is assessed with the grades Fail (U), Pass (G) or Pass with Distinction (VG).

The course is examined through written examination.

Results are graded using one of the terms Passed with distinction, Pass or Fail, and A-F according to the ECTS scale.

For the grade pass, the objectives have to be reached; the grade is based upon the degree to which the objectives are met. The weighing of the grades to the course grade is following the principles in the document "Principer för betygsrapportering dnr 2011/160".

Students who do not achieve a satisfactory result in the examinations are permitted to make a second attempt approximately 5-8 weeks after the normal examination date. The student will have a minimum of five occasions for written exams in relation to the syllabus to which the student was accepted. Usually 3 occasions per academic year.

Course Evaluation

A written course evaluation is carried out and compiled in a report, which is archived at the school. The results and possible measures taken are communicated by the course coordinator and presented to the students the next time the course is given, or in another way deemed suitable by the course coordinator. Other types of course evaluations, for example regular evaluations throughout the course or discussions with students, will be included and encouraged with the aim of insuring continued quality development.

Required Reading and Additional Study Material

Required reading

Moore, D., McCabe, G. & Craig, B. *Introduction to the Practice of Statistics*. Freeman. Latest edition. 750 pages.