



Course syllabus

School of Business and Economics

Department of Economics and Statistics

1ST050 Statistik för marknadsförare I, 7,5 högskolepoäng

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 2014-10-01

The course syllabus is valid from autumn semester 2015

Prerequisites

General entry requirements and Civics 1b / 1a1 +1a2, Mathematics 3b / 3c or Civics A, English B, Mathematics C (Field-specific entry requirements 4/A4). General entry requirements with exception for Swedish A/B

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, and group exercises. The group exercises consist of compiling, analyzing, presenting quantitative data by using a statistical software. Obligatory parts are stated in the schedule.

Examination

The course is assessed with the grades A, B, C, D, E, Fx or F.

The course is examined through written examination.

The grade A constitutes the highest grade on the scale and the remaining grades follow in descending order where the grade E is the lowest grade on the scale that will result in a pass. The grade F means that the student's performance is assessed as fail.

After each regular examination there will be at least one new examination in close proximity to the date the results of the regular exam were posted. A minimum of five occasions for written exams will be offered in relation to the syllabus to which the student was accepted. Usually three occasions per academic year are offered. Students that fail reports can complement after instructions from the examiner to obtain a pass grade.

Grading criteria for the A–F scale are communicated in writing to the student by the start of the course/module at the latest, as well as how grades on separate elements of examination are weighed to a final course grade.

Course Evaluation

A written course evaluation is carried out and compiled in a report, which is archived at the faculty. 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 ensuring continuous quality development.

Credit Overlap

The course cannot be included in a degree along with the following course/courses of which the content fully, or partly, corresponds to the content of this course: The course overlaps 1ST001 with 100 % as well as 1ST801 and 1ST060 with 6 credits each.

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.