



## Course syllabus

School of Business and Economics  
Department of Economics and Statistics

1ST403 Internationell marknadsanalys och statistik, 7,5  
högskolepoäng

International Market Analysis and Statistics, 7.5 credits

### **Main field of study**

Statistics

### **Subject**

Statistics

### **Level**

First cycle

### **Progression**

G1N

### **Date of Ratification**

Approved 2020-01-22.

Revised 2025-12-16.

The course syllabus is valid from autumn semester 2026.

### **Prerequisites**

General entry requirements

You also need:

Mathematics 2a or 2b or 2c, Social sciences 1b or 1a1 +1a2 and English 6

Or:

Mathematics level 2a or level 2b or level 2c, Social sciences level 1b or level 1a1+1a2  
and English level 2

### **Objectives**

After completing this course the student should be able to:

- discuss the meaning and use of measures of centrality and measures of spread
- interpret and apply point estimators and interval estimators
- present, summarize and analyze data by using SPSS, in a written document/report
- account for basic probability calculations
- critically assess and judge the uses and limitations of the statistical methods treated in the course
- account for the basics for experiments and the sampling methods included in the course

## Content

The course contains:

- descriptive statistics
- probabilities
- random variables
- elementary discrete and continuous distributions
- samples and sample distribution
- point and interval estimation
- sampling methods

## Type of Instruction

The teaching consists of lectures and computer group exercises.

## Examination

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

The course is examined through an digital query 1 credit, a computer exercise with hand in assignment 1.5 credits and a final written examination 5 credits.

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. Grading criteria for the A–F scale are communicated in writing to the student by the start of the course at the latest, as well as how the weighting and weighting of grades on individual examining elements to the final course grade takes place. The basis for the student's grade is determined by the student's fulfillment of the objectives.

Repeat examination is offered in accordance with Local regulations for courses and examination at the first and second-cycle level at Linnaeus University. An examiner can, in exceptional cases, decide that a student who is close to the level for a passing grade may carry out supplementary assignments in order to reach the passing grade.

If the university has decided that a student is entitled to special pedagogical support due to a disability, the examiner has the right to give a customised exam or to have the student conduct the exam in an alternative way.

## Course Evaluation

During the implementation of the course or in close conjunction with the course, a course evaluation is to be carried out. Results and analysis of the course evaluation are to be promptly presented as feedback to the students who have completed the course.

Students who participate during the next course instance receive feedback at the start of the course. The course evaluation is to be carried out anonymously.

## 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:

1ST050 with 7.5 credits.

1ST060 with 6 credits.

## Required Reading and Additional Study Material

### **Required reading**

Moore, D., McCabe, G. & Craig, B. *Introduction to the Practice of Statistics*. Freeman. Latest edition. About 810 pages.