Liverpool John Moores University

Title:	DATA INTERPRETATION
Status:	Definitive
Code:	**4000BUSRE** (108328)
Version Start Date:	01-08-2011
Owning School/Faculty:	Liverpool Business School
Teaching School/Faculty:	Liverpool Business School

Team	Leader
Matthew Veasey	Y

Academic Level:	FHEQ4	**Credit Value:**	12.00	**Total Delivered Hours:**	27.00
Total Learning Hours:	120	**Private Study:**	93		

Delivery Options
Course typically offered: Semester 2

Component	Contact Hours
Lecture	13.000
Tutorial	13.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	1500-2000 word report and presentation of an analysis of data	50.0	
Exam	AS2	Unseen examination	50.0	1.00

Aims

1. Introduce students to different types of business data and the approaches employed for subsequent analysis.
2. Enable students to explore data using spreadsheets and statistics packages.
3. Introduce students to describing, exploring and analysing data.
4. Enable students to formulate and evaluate problems concerning hypotheses using a combination of theory and statistics packages.
5. Develop students in the interpretation of patterns and trends in data.

6. Enable students to facilitate basic business forecasts.

Learning Outcomes

After completing the module the student should be able to:

1 Identify different data types, manipulate data and facilitate a simple statistical analysis.
2 Obtain and use location and dispersion measures and explore data, to enable decision making.
3 Recognise the scope and range of modern statistics packages, to facilitate data analysis and enable more efficient statistical report writing.
4 Present data using appropriate graphical methods.
5 Formulate, test and interpret hypotheses using significance tests.

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

Report	1	3	4
EXAM	2	5	

Outline Syllabus

1.Aggregate price indices.
2.Location and dispersion measures and their uses.
3.Introduction to the presentation and statistical facilities within Excel.
4.Introduction to confidence intervals and hypothesis testing with interpretation of significance.
5.Extension of hypothesis testing to Chi-Square tests.

Learning Activities

Topics will be introduced in a 1 hour lecture and related exercises undertaken in a follow up tutorial.

References

Course Material	Book
Author	Oakshott, L
Publishing Year	2001
Title	Essential Quantitative Methods for Business, Management and Finance
Subtitle	

Edition	(2nd edition).
Publisher	Macmillan
ISBN	9 780333 963357

Course Material	Book
Author	Levine, D.M., Berenson, M.L. and Stephan, D.
Publishing Year	1999
Title	Statistics for Managers using Microsoft Excel,
Subtitle	
Edition	(2nd edition).
Publisher	Prentice-Hall.
ISBN	

Course Material	Book
Author	Curwen, J. and Slater, R.
Publishing Year	1991
Title	Quantitative Methods for Business Decisions,
Subtitle	
Edition	(3rd edition).
Publisher	Chapman and Hall.
ISBN	

Course Material	Book
Author	Waters, D.
Publishing Year	1994
Title	Quantitative Methods for Business,
Subtitle	
Edition	
Publisher	Addison-Wesley.
ISBN	

Notes

Students receive feedback on their progress through the weekly tutorials. Students have exercises to complete in advance of the tutorials and can determine whether they have undertaken these correctly.
The coursework is individual and will normally be submitted in week 8 of the semester.