LIVERPOOL JOHN MOORES UNIVERSITY

Data Analysis for Business

Module Information

2022.02, Approved

Summary Information

Module Code	4001LBSBSC
Formal Module Title	Data Analysis for Business
Owning School	Business and Management
Career	Undergraduate
Credits	10
Academic level	FHEQ Level 4
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
Business and Management

Learning Methods

Learning Method Type	Hours
Lecture	11
Workshop	33

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
JAN-MTP	MTP	January	12 Weeks

Aims and Outcomes

Aims	This module provides an introduction to key numerical techniques used in the business world to aid decision making.It aims to provide the mathematical and statistical foundations that are necessary in any area of business.

After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Describe a range of analytical and diagnostic quantitative methods and tools to aid decision making in business.
MLO2	2	Summarise quantitative data using packages such as Excel and SPSS.
MLO3	3	Recognise the importance of using spreadsheets and other statistical software for the purposes of problem solving.
MLO4	4	Summarise information from a questionnaire within a business case study context.

Module Content

Outline Syllabus	• Revision of mathematics (number operations, decimals/fractions/percentages, power and roots, etc.) • Simple and compound interest, discounting, present value: • Continuous compound interest rates; • Introduction to repayment schemes (annuities and other financial instruments). • Introduction to Probability: • Measuring uncertainty; random variables; • Conditional probability and independence; • Discrete distributions (Binomial, Poisson); • Continuous distributions (the Normal).• Estimation and confidence intervals; • Hypothesis testing (inferences on means and proportions); • Correlation; • Simple regression analysis
Module Overview	This module introduces you to key numerical techniques used in the business world to aid decision making. It aims to provide the mathematical and statistical foundations that are necessary in any area of business.
Additional Information	This module provides an introduction to mathematical and statistical techniques required for the study of business.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Portfolio	Portfolio	100	0	MLO2, MLO1, MLO3, MLO4

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Tonci Grubic	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings