

Liverpool John Moores University

Title: INTERPRETATION OF BUSINESS DATA
Status: Definitive
Code: **4004BUSHN** (108182)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School
Teaching School/Faculty: Liverpool Business School

Team	Leader
James Fraser	Y

Academic Level: FHEQ4 **Credit Value:** 12.00 **Total Delivered Hours:** 49.50
Total Learning Hours: 120 **Private Study:** 70

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Tutorial	12.000
Workshop	36.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Written Report	50.0	
Exam	AS2	Examination	50.0	1.50

Aims

To enable the student to use quantitative and qualitative techniques in the interpretation of business data.

Learning Outcomes

After completing the module the student should be able to:

- 1 Present data using appropriate graphs and tables, identify different data types and carry out simple statistical analysis.
- 2 Calculate and use various location and dispersion measures and explore data to enable decision making.
- 3 Formulate, test and interpret hypotheses using suitable significance tests.
- 4 Calculate a range of financial measures.
- 5 Provide a simple forecast from a data set.
- 6 Produce a statistical report.

Learning Outcomes of Assessments

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

CW	1	2	6
EXAM	3	4	5

Outline Syllabus

Measures of location and dispersion for ungrouped and grouped data.

Simple probability and tree diagrams.

The normal distribution and the use of Z score tables.

Sampling theory and confidence interval estimates.

Simple hypothesis tests and the Chi-squared test for association.

Regression analysis and simple forecasting.

Use of the Excel computer package.

Learning Activities

Workshops and drop in surgery sessions

References

Course Material	Book
Author	Oakshott, L
Publishing Year	2003
Title	Essential Quantitative Methods for Business Management and Finance
Subtitle	
Edition	2nd edition
Publisher	Palgrave
ISBN	0-333-72797-5

Notes

This module introduces simple statistical concepts and relates them to a business environment. It is designed to show the use and value of statistical analysis to a practical purpose and provide a basis for further studies in both business and finance.