Module Proforma

Approved, 2022.02

Summary Information

Module Code	4701SERCBM
Formal Module Title	Data Analysis for Business
Owning School	Business and Management
Career	Undergraduate
Credits	10
Academic level	FHEQ Level 4
Grading Schema	40

Module Contacts

Module Leader

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

Module Team Member

Contact Name	Applies to all offerings	Offerings

Partner Module Team

Contact Name	Applies to all offerings	Offerings

Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

Partner Teaching Institution

Institution Name
South Eastern Regional College

Learning Methods

Learning Method Type	Hours
Lecture	11
Workshop	33

Module Offering(s)

Offering Code	Location	Start Month	Duration
JAN-PAR	PAR	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.

Learning Outcomes

After completing the module the student should be able to:

Code	Description
MLO1	Describe a range of analytical and diagnostic quantitative methods and tools to aid decision making in business.
MLO2	Summarise quantitative data using packages such as Excel and SPSS.
MLO3	Recognise the importance of using spreadsheets and other statistical software for the purposes of problem solving.
MLO4	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

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)	Learning Outcome Mapping
Portfolio	Case Study	100	0	MLO4, MLO3, MLO2, MLO1