



APPLIES TO ACADEMIC YEAR 2007/2008

FORK 1002 Preparatory Course in Elementary Statistics

Program

Master of Science in International Marketing and Management, Master of Science in Leadership and Organizational Psychology, Master of Science in Political Economy, Preparatory Course - Master

Responsible for the course

Ulf Henning Olsson

Department

Economics

Term

According to study plan

ECTS Credits

0

Language of instruction

English

This course focuses on the concepts and tools of statistics relevant to business. The course also gives practical examples relevant in social science.

Objective

To provide students with understanding of the fundamentals of basic statistical principles and their applications; skills necessary for interpretation and evaluation of statistical data; knowledge of the assumptions required for basic statistical procedures.

Prerequisites

The emphasis is on concepts and applications rather than on computational ability and skill. However, it will be required of students to add, subtract, multiply, and divide in this course!

Compulsory literature

Books:

Hair, Joseph F., Rolph E. Anderson, Ronald L. Tatham and William C. Black. 2006. Multivariate data analysis. 6th ed. Upper Saddle River, N.J.: Prentice Hall. Selected chapters

Other:

Selected readings and hand-outs during the course

Recommended literature

Course outline

Key Statistical Concepts (1 hour)

Population

Sample

Basic Statistics (3 hours)

Descriptive statistics

Point estimation

Hypothesis testing and interval estimation for one and two samples.

Simple Linear Regression Analysis (8 hours)

Bivariate correlation analysis

The linear regression model

Estimation

Hypothesis testing

Introduction to analysis of variance (ANOVA) (3 hours)

Multiple group analysis using ANOVA

ANOVA and regression analysis

Computer-based tools

Practical examples and assignments will involve extensive use of statistical software such as SPSS.

Course structure

15 hours with another 5 hours for the use of statistical software

Evaluation

Not applicable

Evaluation code(s)

Not applicable

Aids at the examination

Not applicable

Makeup exam

Not applicable

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