



APPLIES TO ACADEMIC YEAR 2009/2010

## **FORK 1002 Preparatory Course in Elementary Statistics**

### **Programme**

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**

Department of Economics

### **Term**

According to study plan

### **ECTS Credits**

0

### **Language of instruction**

English

### **Introduction**

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

### **Learning outcome**

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 reading**

#### **Books:**

Hair, Joseph F ... et al. 2008. Multivariate data analysis. 7th ed. Upper Saddle River, N.J.: Pearson Education. Selected chapters

#### **Other:**

Selected readings and hand-outs during the course

### **Recommended reading**

#### **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.

**Learning process and workload**

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

**Examination**

Not applicable

**Exam code(s)**

Not applicable

**Examination support materials**

Not applicable

**Re-sit examination**

Not applicable

**Additional information**

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