

**STATISTICS FOR BUSINESS DECISIONS**

<b>Code du cours Course Code</b> BUS.EAINA.ECBUS. 2702			<b>Titre du cours Course title</b> <b>STATISTICS FOR BUSINESS DECISIONS</b>					
<b>Crédits Credits</b> 6		<b>Période d'enseignement Teaching period</b> fall, spring					<b>Année Académique Academic Year</b> 2022/2023	
<b>Charge de travail Student workload</b>	<b>Synchrone / Synchronous</b>	<b>Asynchrone / Asynchronous</b>	<b>Travail en équipe Team work</b>	<b>Activités pédagogiques / Pedagogical activities</b>	<b>Travail personnel Personal work</b>	<b>Coaching</b>	<b>Evaluation</b>	<b>Charge totale de travail Total workload</b>
	39	0	0	0	0	0	6	45
<b>Programme Program</b>			Global BBA					
<b>Discipline Discipline</b>								
<b>Module</b>			-					
<b>Type de cours Course type</b>			core					
<b>Campus</b>			Barcelone, Belo Horizonte, Lille, Nanjing, Raleigh, Sophia					
<b>Campus partenaire</b>								
<b>Course open to students in exchange</b>								
<b>Langue d'enseignement Teaching language</b>		Anglais / English						
<b>Responsable du cours Course leader</b>			DALMASSO Audrey					
<b>Pré-Requis Prerequisite</b>			BAC.EAINA.OTMTH.1701					
<b>Nom des intervenants par campus Instructor(s) names by campus</b>	Belo Horizonte							
	Lille							
	Paris							
	Raleigh							
	Sophia			DALMASSO Audrey - ABOUSSOUAN Pierre				
	Stellenbosch- Le Cap							
	Suzhou							
	Nanjing							

	Barcelone			
	Other			

<b>Descriptif du cours / Course description</b>	The objective of this course is to acquaint students with the terminology and the methodology used in statistical methods to solve problems in disciplines such as economics, marketing, finance, manufacturing. It introduces methods of collection, analysis, and interpretation of data.		
<b>Thèmes / Topics</b>			
<b>Résultats d'apprentissage / Intended Learning Outcomes and Skills</b>	<p><b>A l'issue de la formation, vous serez capable de / As a result of this module, you will be able to:</b></p> <p><b>Connaissances / Knowledge and Understanding (subject specific)</b></p> <p>Have knowledge and understanding of the following subjects:</p> <ol style="list-style-type: none"> <li>1. Graphical and numerical descriptive</li> <li>2. Correlation, covariance, least squares</li> <li>3. Laws of probability</li> <li>4. Discrete and continuous probability distributions</li> <li>5. Sampling distributions Estimations</li> <li>6. Hypothesis testing</li> <li>7. Analysis of variance</li> <li>8. Simple linear regression</li> <li>9. Time series</li> </ol> <p>* Use of statistical software (Excel 2010)</p> <p><b>Aptitudes cognitives / Cognitive skills</b></p> <p><b>Attitudes / Key transferable skills</b></p> <p><b>Ethical and social understanding</b></p>		
<b>Contribution aux objectifs pédagogiques du programme / Contribution to learning objectives</b>	Indiquer les learning objectives auxquels contribue le cours (en se basant sur le curriculum mapping du programme) / Indicate which learning objectives the course contributes to (based on the program curriculum mapping)		
	LO4.1 : To assess a business issue and to formulate solutions : LG4 : Graduates should be able to think critically and to demonstrate awareness of ethical considerations		
	Cours soumis à évaluation dans le cadre de l'Assurance of Learning pour l'année en cours ?		Non / No
<b>Evaluation des étudiants / Student Assessment</b>	<b>Evaluation finale (DS)</b>		40%
	<b>Final examination</b>		
	(Précisez la nature pour l'évaluation finale / Explain type for final examination)		
Cliquez ici pour entrer du texte.			
QCM - Quiz:			

	Epreuve sur table - Supervised exam: Présentation orale - Presentation: Rapport écrit/Dissertation - Report / Dissertation: Participation - Class participation:  <b>Autre, précisez / Other, precise:</b>	
	<b>Contrôle continu</b> <span style="float: right;">60%</span> <b>Continuous Assessment</b>	
	préciser nature / Explain type	
	Cliquez ici pour entrer du texte. QCM - Quiz: Epreuve sur table - Supervised exam: Présentation orale - Presentation: Rapport écrit/Dissertation - Report / Dissertation: Participation - Class participation:  <b>Autre, précisez / Other, precise:</b>	Nb midterms : 2
<b>Méthodes d'enseignement</b>  <b>Teaching Methods</b>	<b>Format de cours / Course format</b>	
	Cours magistral / Lecture - TD / Tutorials	
	<b>Autre, précisez / Other, precise:</b>	
	<b>Activités d'apprentissage / Learning activities</b>	
	Projet / Project-based learning - Personal guided study - Devoirs / Assignments	
<b>Plan de cours</b>  <b>Course Plan</b>	Introduction to statistics Definitions and types of data Numerical description of data Measures of association Measures of association Simple linear regression Introduction to Microsoft Excel - Use of Excel: Graphical data representation Graphical techniques Numerical description of data Quiz 1 Law of probability Discrete probability distribution Continuous probability distribution Exercices: discrete and continuous distributions Midterm test 1 Sampling distribution Quiz 2 Estimations Hypothesis testing Quiz 3 Hypothesis testing Analysis of variance Midterm test 2 Times series	

	Smoothing techniques Final Review Final Exam
<b>Référence Académique / Academic reference</b>	Lectures obligatoires / Required readings : Applied Business Statistics: Making Better Business Decisions (7th Ed.), Ken Black, Wiley Lectures Recommandées / Recommended readings :
<b>Site(s) web / Web site(s)</b>	
<b>Licence(s) informatique(s)/ Computer licenses</b>	

	Modalités de délivrance du cours (par campus si différent) Course delivery modes (per campus if different)					
<b>Nombre CM Amphi / Number of Lectures</b>	<b>Durée CM Amphi (en heures) / Lecture duration (in hours)</b>	<b>Nombre TD / Number of Tutorial classes</b>	<b>Durée TD (en heures) / Tutorial class duration (in hours)</b>	<b>Asynchrone / Asynchronous</b>	<b>Autres (Distance learning, etc...) (en heures) / Other (in hours)</b>	<b>Préciser les spécificités de programmation (TD journée, cadencement spécifique des séances) / Specify if full-day tutorial class, different schedules</b>
Campus Sophia						
0	0	13	3	0	0	