I. LECTURER(S)

Lectures:

- James Carson

II. COURSE OBJECTIVES

- Understand why statistics are important for making business decisions (when to use quantitative analysis vs. “common sense”)
- Demonstrate a sound knowledge of statistical terms
- Be able to explain the merits and limitations of various statistical techniques
- Be able to read and interpret statistical information and be able recognize when meaningful statistics are (and are not) being used
- Be able to perform statistical analysis on paper as well as using Excel and SPSS where appropriate
- Be able to apply quantitative techniques to solve a variety of business problems

III. COURSE CONTENT

- The course will cover the following areas, for each area students will work through both the theory and practical uses of the technique as applied to international business and be able to perform calculations on paper and using appropriate computer-based tools:
  - Statistical analysis using SPSS
  - Index numbers
  - Investment appraisal
  - Decision making: payoff tables, EMV, decision trees, SMART
  - Time series analysis
  - Linear programming
  - Network analysis
  - Inventory Control
  - Randomness
IV. LEARNING OUTCOMES

On completion of this module, the student should be able to:

- Understand statistical inference in relation to international business decision-making
- Analyse output from both specialist and general office software
- Produce quantitative analysis using specialist software
- Convey the results of quantitative analysis

V. EVALUATION

- 50% continuous assessment:
  - 25% Participation;
  - 25% coursework.
- 50% Final examination.

Results: To be announced during the semester

VI. ESSENTIAL READING

- Oakshott: Essential Quantitative Methods for Business, Management and Finance
- Brandon-Jones, Slack: Quantitative Analysis in Operations Management: Prentice Hall
- Field: Discovering Statistics Using SPSS