



## **Module Specification**

### **Business Statistics and Analytics**

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## Part 1: Information

**Module title:** Business Statistics and Analytics

**Module code:** UMMDV4-15-0

**Level:** Level 3

**For implementation from:** 2023-24

**UWE credit rating:** 15

**ECTS credit rating:** 7.5

**Faculty:** Faculty of Business & Law

**Department:** FBL Dept of Business & Management

**Partner institutions:** The British College Nepal

**Field:** Operations and Information Management

**Module type:** Module

**Pre-requisites:** None

**Excluded combinations:** None

**Co-requisites:** None

**Continuing professional development:** No

**Professional, statutory or regulatory body requirements:** None

## Part 2: Description

**Overview:** This module provides students with an understanding of the core aspects of Business Statistics, data analysis, simple mathematical concepts in algebra, and probability to provide economic and business solutions.

**Features:** Not applicable

**Educational aims:** This module provides students with an understanding of the following core aspects of Business Statistics:

Basics of business statistics and interpretation skills.

Business data analysis.

Simple mathematical concepts in algebra, and probability.

Methods to provide economic and business solutions.

**Outline syllabus:** This module outline covers Data and Data Collection, Sampling Procedures, Tabulating and Graphing Frequency Distributions, Measures of Location, Measures of Dispersion, Index Numbers, Correlation, Linear Regression, Time Series Analysis, Probability, Binomial and Poisson Distributions, Normal Distribution.

### **Part 3: Teaching and learning methods**

**Teaching and learning methods:** A range of L&T approaches will be used including Lectures - Asynchronous and Synchronous - In-Person interactive Q&As, Seminars, Tutorials, Flip Classrooms, Student-led Presentations and Case Study Analysis & Workshops

**Module Learning outcomes:** On successful completion of this module students will achieve the following learning outcomes.

**MO1** Demonstrate computer literacy by using spreadsheets to analyse, manipulate, format, and represent data.

**MO2** Present and analyse simple business data, and apply statistical analysis.

**MO3** Apply the laws of set algebra to simplify complicated set expressions, understand different types of numerical data and different data collection processes, and present data effectively for users in business and management areas.

**MO4** Understand how to apply statistical methods to investigate the inter-relationships between, and patterns in business variables.

**Hours to be allocated:** 150

**Contact hours:**

Face-to-face learning = 36 hours

Total = 36

**Reading list:** The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://readinglists.uwe.ac.uk) via the following link

<https://rl.talis.com/3/uwe/lists/C06D7D2D-E054-86D3-8D9F-C0D2139558A9.html?lang=en-GB&login=1>

## **Part 4: Assessment**

**Assessment strategy:** Assessment task 1 - 40%

Calculation exercise: Research, evaluation and analysis of a topics covered in the first half of the term.

This component is designed to tests learning outcomes 1,2,4

Assessment task 2: Exams: End-of term (2 hours)- 60%

This task includes questions that test the student's knowledge, understanding, and skills related to a topic(s) covered in the entire module.

Tests learning outcomes 1.2.3.4.

Both tasks would require students to demonstrate the ability to work effectively to achieve goals as a member of a team within time constraints; utilizing the contributions of individual group members. learners will enhance and learn numerical and statistical skills along with effective use of a range of ICT tools.

Formative assessments include Q&As, group work such as research and presentations, self -evaluative quizzes, etc.

**Assessment tasks:**

**Set Exercise** (First Sit)

Description: Calculation exercise

Weighting: 40 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO4

**Examination (First Sit)**

Description: End of Term Exam (2 hours)

Weighting: 60 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

**Set Exercise (Resit)**

Description: Calculation exercise

Weighting: 40 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO4

**Examination (Resit)**

Description: End of Term Exam (2 hours)

Weighting: 60 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

**Part 5: Contributes towards**

This module contributes towards the following programmes of study: