

Valid for 2023.FS

Module Name: Statistics			
Module Code	w.BA.XX.2Stat.XX		
Module Description	Students understand the fundamental concepts of descriptive and inferential statistics to summarize and analyze data and apply the methods in a practical business context.		
Program and Specialization	<ul style="list-style-type: none"> § Business Administration - Specialization in Accounting, Controlling, Auditing § Business Administration - Specialization in Banking and Finance § Business Administration - Specialization in Behavioral Design § Business Administration - Specialization in Economics and Politics § Business Administration - Specialization in General Management § Business Administration - Specialization in Marketing § Business Administration - Specialization in Risk and Insurance 		
Legal Framework	Academic Regulations BSc dated 29.01.2009, for the degree programs in Business Administration, International Management, Business Information Technology, Business Law, Business Law and Applied Law, first adopted on 12.05.2009		
Module Category	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;">Module Type: Compulsory</td> <td style="width: 50%;">Program Phase: Main Study Period</td> </tr> </table>	Module Type: Compulsory	Program Phase: Main Study Period
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ECTS	6		
Organizational Unit	W Institut für Wealth & Asset Management		
Module Coordinator	Thomas Gramespacher (grat)		
Deputy Module Coordinator	Armin Bänziger-Aiba (banz)		
Prerequisite Knowledge	w.BA.XX.2Mathe1.XX, w.BA.XX.2Mathe2.XX		
Contribution to Program Learning Goals (Affected by Module)	<ul style="list-style-type: none"> § Professional Competence § Methodological Competence § Social Competence § Self-Competence 		
Contribution to Program Learning Objectives	<ul style="list-style-type: none"> Professional Competence <ul style="list-style-type: none"> § Knowing and Understanding Content of Theoretical and Practical Relevance § Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance § Evaluate Content of Theoretical and Practical Relevance Methodological Competence <ul style="list-style-type: none"> § Problem-Solving & Critical Thinking § Scientific Methodology § Work Methods, Techniques, and Procedures § Information Literacy § Creativity & Innovation Social Competence <ul style="list-style-type: none"> § Oral Communication § Teamwork & Conflict Management § Intercultural Insight & Ability to Change Perspective Self-Competence <ul style="list-style-type: none"> § Self-Management & Self-Reflection § Ethical & Social Responsibility § Learning & Change 		
Module Learning Objectives	<p>Students...</p> <ul style="list-style-type: none"> § understand the concept of numerical measures to describe data. § explain central concepts of probability theory. § understand the importance of confidence intervals and hypothesis testing. § describe linear the relationship of two variables. § represent data in appropriate charts. § calculate key figures of empirical and theoretical distributions. § determine probabilities of elementary random events. § apply probability distributions on a case by case basis. § construct confidence intervals for the population mean. § test hypotheses concerning a population mean. § analyze data using statistical analysis. § evaluate hypotheses with sample data. § interpret results of simple linear regressions. § learn to use the statistical software gretl autonomously. § solve the applied exercises of the textbook on their own. 		

Module Content	§ Processing and presenting data § Statistical measured values: location and dispersion measures § Probability calculation (incl. elementary combinatorial analysis) § Discrete probability distributions (esp. binomial distribution) § Continuous probability distributions (esp. uniform and normal distribution; normal approximation of discrete distributions) § Distribution of random sample statistics § Estimation procedures (point and interval estimation, esp. for mean values) § Hypothesis tests (esp. with regard to the mean value of a population) § Relationships between variables: cross tabulation and dispersion diagrams; covariance and correlation; linear regression models with an independent variable		
Links to other modules	-		
Methods of Instruction	§ Lecture § Interactive Instruction § Exercises	Social Settings Used: Individual Work	
Digital Resources	§ Practice and Application Exercises (with Key) § Multiple Choice Tests		
Type of Instruction	Classroom Instruction	Guided Self-Study	Autonomous Self-Study
Large Class	28 h	-	
Small Class	28 h	56 h	
Group Instruction	-	-	
Practical Work	-	-	
Seminar	-	-	
Total	56 h	56 h	68 h
Performance Assessment			
End-of-module exam	Form	Length (min.)	Weighting
Written exam	Specified documentation	60	100,00 %
Permitted Resources	Approved calculator according to "Guidelines on Supplementary Materials"	With dictionary	
Others			
	Assessment	Length (min.)	Weighting
	-	-	-
Classroom Attendance Requirement	Mandatory Attendance: None		
Language of Instruction/Examination	German		
Compulsory Reading	Bachmann, O., Bänziger, A., Gramespacher, T., Hilber, N. & Rentzmann, S. (2014). Übungsband zur angewandten Statistik: Mit einer Einführung in die Ökonometrie-Software gretl. 2. korrigierte edition. Zürich: Compendio. ISBN 978-3-7155-9924-3.		
Recommended Reading	Newbold, P., Carlson, W. & Thome, B. (2019). Statistics for Business and Economics (Global Edition). 9th edition. Upper Saddle River, N.J.: Pearson Prentice Hall. ISBN 978-1292315034.		
Comments	-		