

## MSCIFM\_BA\_Business Analytics

06.09.2017

### General Information

<b>Module Code</b>	W.MSCIFM_BA
<b>Programme</b>	Master of Science in International Financial Management
<b>Type of Module</b>	Core module in foundation
<b>Level of Module</b>	Intermediate
<b>ECTS Credits / Workload</b>	6 ECTS Credits (180 hours)

### Module Dependencies

<b>Pre-requisites</b>	Glyn Davis, Branko Pecar: Business Statistics Using Excel, Chapter 1-4 Gordon Millar: Writing Dissertations: A Guide
<b>Follow-up modules</b>	W.MSCIFM_ARP Applied Reserach Project

### Module Aims

The module 'Business Analytics' introduces the students to modern statistical methods, their applications and limitations. Students learn the basics of quantitative analysis and gain the ability to choose an appropriate approach to a specific quantitative question. The module will equip participants with the necessary tools to answer questions raised by practitioners with a fact-based, objective methodology. Furthermore, students will develop the skill to deepen their knowledge independently. The module comprises quantitative methods that go beyond the limited scope of the Bachelor's programme.

### Learning Outcome 1

Students indepently apply methods of quantitative data analysis and know their underlying assumptions and limitations. Further students correctly interpret the results and are able to deduce adequat decisions.

	<b>Importance</b>	<b>Relevant NQF-Descriptors</b>
Subject knowledge and skills: choosing the correct method, applying statistical methods using Excel, interpreting statistical results, knowing the limitations of quantitative analysis	medium	knowledge; judgement
Problem-solving: Students solve a given practical problem; students perform quantitative analysis; students can independently apply a set of quantitative methods; students choose the appropriate method; students are able to perform statistical analysis using statistical software (Excel); students can interpret the results of statistical analysis	high	knowledge; judgement; learning autonomy
Methodology: Students are familiar with the most commonly used quantitative methods; students know the applications and limitations of different procedures; students can critically evaluate the use of quantitative methods	medium	knowledge; judgement
Communication: Students can discuss statistical methods and their application. They are able to present their results in a suitable manner.	medium	knowledge; application; communication
Social skills: Students gain heightened awareness of the human tendency to overestimate their knowledge	medium	learning autonomy
Self-related skills: Students are able to deepen their knowledge independently	medium	learning autonomy

### Content Outline

- Documenting, coding, categorizing, analyzing, and interpreting quantitative data
- Methods for data collection
- Introduction to the required functions and options of Excel

- Performing quantitative analysis (non-parametric models, correlation, regression, multiple regression, time-series analysis)
- Preparing reports and presenting quantitative results

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### Teaching and Learning Methods

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**Contact Hours** seminar; exercises; lecture; case studies; group work  
**Directed Study** individual work; partner work; compulsory reading

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### Workload

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**Contact Hours** 72 lessons / 54 hours (30%)  
**Directed Study** 24 lessons / 18 hours (10%)  
**Private Study** 108 hours (60%)

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### Assignments and Assessments

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Assessment Type	Quantity	Weight	Form	Evaluation Type	Time
Written group assignment		30%	specified resources	grades	during exam weeks
Written examination	90 minutes	70%	closed book	grades	during exam weeks