

MODULE SPECIFICATION FORM

Module Title: Quantitative Methods for Business	Level: 3	Credit Value: 20
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Module code: BUS317	Cost Centre: GADC	JACS2 code: N/A
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Trimester(s) in which to be offered: 1	With effect from: September 2013
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Office use only: To be completed by AQSU:	Date approved: August 2013
	Date revised: September 2014 (to include new prog titles)
	Version no: 2

Existing/New: Existing	Title of module being replaced (if any):
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Originating Academic Department: Business and Management	Module Leader: Chris Jones (Bindu Shaiju for IFY at GUL)
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Module duration (total hours): 200	Status: core/option/elective (identify programme where appropriate):	Core to the Foundation Year Business Strand
Scheduled learning & teaching hours: 50		
Independent study hours: 150		

Programme(s) in which to be offered: International Foundation Year of: BA (Hons) Accounting and Finance (including Foundation Year) BA (Hons) Business (including Foundation Year) BSc (Hons) Entrepreneurship (including Foundation Year) BA (Hons) Global Business (including Foundation Year) BA (Hons) Hospitality, Tourism and Event Management (including Foundation Year) BSc (Hons) Marketing and Consumer Psychology (including Foundation Year)	Pre-requisites per programme (between levels): None
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Expected Learning Outcomes:

At the end of this module, students will be able to:

Knowledge and Understanding:

1. Understand the rules of numeracy in the business context
2. Make and apply calculations relevant to business
3. Utilise algebraic methods to solve business problems
4. Construct and use graphs, charts and diagrams in a business context
5. Apply statistical methods to provide business and management information

Transferable/Key Skills and other attributes:

- Develop numeric and quantitative skills
- Think logically and creatively
- Demonstrate time management/organisational skills
- Develop interpersonal/communication skills
- Develop critical thinking skills
- Work independently and in teams
- Learn through reflection on practice and experience.

Assessment:

Students will be expected to demonstrate practical understanding of quantitative methods and concepts through the following:

Assignment 1 Problem solving exercises

Assignment 2 Examination

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting	Duration (if exam)	Word count (or equivalent if appropriate)
One	1 - 5	Coursework	50%		n/a
Two	1 - 5	Examination	50%	1.5 hours	n/a

Learning and Teaching Strategies:

The module will normally be delivered through lectures and workshop based tutorials with online learning support through the University VLE. Lectures are used for the delivery of theory and explanation of methods, illustrated with examples, and for giving general feedback on marked work. Tutorials are used to help develop the students' abilities at applying the theory to solving problems, to identify and resolve specific queries raised by students and to allow students to receive individual feedback on marked work.

Individual students will be engaged in independent and directed study and will be expected to seek practical advice and technical support and guidance as necessary.

Syllabus outline:

1. Basic Rules of numeracy
2. Making and apply calculations relevant to business
3. Use algebraic methods to solve business problems
4. Constructing and using graphs, charts and diagrams in a business context
5. Statistical Methods
6. Application of the laws of probability to find solutions to business problems.

Bibliography:**Essential reading:**

Morris, C., (2012). Quantitative Approaches in Business Studies. 8th Ed., Prentice Hall

Other indicative reading:

Curwin, J. and Slater, R. (2008) Quantitative Methods for Business Decisions, (6th Edition), Thomson

Davis, G & Branko, P. (2010) Business Statistics Using Excel , Oxford University Press

Dewhurst, F. (2006) Quantitative methods for Business and Management (2nd Edition), McGraw-Hill

Oakshott, L., (2012) Essential Quantitative Methods for Business, Management and Finance 5th edition. Palgrave Macmillan

Parker, B. (2006) Data Analysis Techniques, Prentice Hall

Rowntree, D. (2004) Statistics without Tears, Financial Times, Prentice Hall

Ruppert, D., (2004) Statistics and Finance: An Introduction, New York: Springer

Taylor, S. (2007) Business Statistics For Non – Mathematicians, (2nd Edition), Palgrave Macmillan.

Triola, M. (2007) Elementary Statistics using Excel, Pearson Waters, D. (2011) Quantitative Methods for Business (5th Edition), Addison-Wesley.

Wisniewski, M (2009) Quantitative Methods for Decision Makers, (5th Edition), FT Prentice Hall

Lecturers will also recommend further reading during the module.