

## Course Descriptions Bachelor 2018-2019

Course Title QM Emerging Markets

Course Code EBS2064

ECTS Credits 4,0

Assessment None

Period	Period	Start	End	Mon	Tue	Wed	Thu	Fri
	3	14-1-2019	25-1-2019	C				

Level Introductory/Intermediate

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Language of instruction English

Goals

- Learn to recognize the opportunities to apply basic tools from inferential statistics in practical business situations.
- Learn to implement these tools correctly, using the statistical software package SPSS.
- Learn to interpret the results of such analyses correctly, and understand their limitations.

Description This skills training is devoted to refreshing and actively applying the basic inferential tools introduced in the statistics part of typical first year quantitative methods courses: a.o. the one-sample t-test, the independent-samples t-test, the paired-sample t-test, one-way-ANOVA, the chi-square test and regression analysis. Six case studies using real-life datasets that reflect business problems from a.o. marketing and finance are examined extensively. The empirical analyses are performed with SPSS, a statistical software package widely used in professional practice.

Literature Sharpe, Norean R., De Veaux, Richard D., and Paul F. Velleman (2015), Business Statistics and Extra Texts, 3rd. Intern. Ed., New York: Pearson Education International.

Prerequisites Basic principles from inferential statistics as discussed in typical first-year Quantitative Methods courses such as QM1 (code EBC 1005/1006/1007) and QM2 (code EBC 1033/1034/1035): basic probability theory, population versus sample, sampling distribution, point estimation, confidence intervals, type I error, regression analysis.

Keywords

Teaching methods PBL / Lecture / Assignment

Assessment methods Written Exam

Evaluation in previous academic year For the complete evaluation of this course please click <http://iwio-sbe.maastrichtuniversity.nl/rapporten.asp?referrer=codeUM>

This course belongs to the following programme / specialisation

Bachelor Economics and Business Economics - Emerging Markets	Year 2 & 3 Skills
Bachelor International Business - Emerging Markets	Year 2 & 3 Skills