Course Descriptions None 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
Coordinator	Christian Kerckhoffs For more information:c.kerckhoffs@maastrichtuniversity.nl
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