

Course Descriptions Exchange 2020-2021

Course Title Quantitative Business
 Course Code EBC2025
 ECTS Credits 6,5
 Assessment Whole/Half Grades

| Period | Start | End | Mon | Tue | Wed | Thu | Fri |
|--------|-----------|-----------|-----|-----|-----|-----|-----|
| 5 | 12-4-2021 | 28-5-2021 | | L | X | | X |

Level 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 mathematics and inferential statistics in business.
 Learn to implement statistical tools using the statistical software package SPSS, and to correctly interpret the results.

Description PLEASE NOTE THAT THE INFORMATION ABOUT THE TEACHING AND ASSESSMENT METHOD(S) USED IN THIS COURSE IS WITH RESERVATION. THE INFORMATION PROVIDED HERE IS BASED ON THE COURSE SETUP PRIOR TO THE CORONAVIRUS CRISIS. AS A CONSEQUENCE OF THE CRISIS, COURSE COORDINATORS MAY BE FORCED TO CHANGE THE TEACHING AND ASSESSMENT METHODS USED. THE MOST UP-TO-DATE INFORMATION ABOUT THE TEACHING/ASSESSMENT METHOD(S) WILL BE AVAILABLE IN THE COURSE SYLLABUS. This course is devoted to refreshing, extending and actively applying the mathematical and statistical tools introduced in the first year quantitative methods courses.
 In the mathematics part we pay attention to a number of applications of first-year mathematical tools to business economics, such as: investment under uncertainty, the CAPM-model, industrial organisation, Game Theory a.o. The purpose is twofold: to repeat and extend the first-year methods and show how they are applied on the one hand, and to get acquainted with some basic quantitative business models on the other hand.
 In the statistics part we repeat, apply and extend all the inferential tools discussed in the first year: 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. Some new techniques, e.g. non parametric tests, logistic regression and factor analysis will be introduced. 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 D., De Veaux, Richard D., & Velleman, Paul F. (2017), Business Statistics and Extra Texts, 3rd Intern. Ed., New York: Pearson Education International.
 QM1 + QM2 mathematics reader, to be downloaded on Student Portal.

Prerequisites Intermediate knowledge of mathematics and statistics, comparable to the course Quantitative Methods II, code EBC1033/1034/1035.

Teaching methods PBL / Presentation / Lecture / Assignment / Groupwork

Assessment methods Participation / 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

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|---|---|
| Bachelor Economics and Business Economics - Economics | Year 3 Quantitative Economics Elective(s) |
| Bachelor Economics and Business Economics - Emerging Markets | Year 2 Elective Course(s) |
| Bachelor Economics and Business Economics - Emerging Markets | Year 3 Elective Course(s) |
| Bachelor Economics and Business Economics - Economics and Management of Information | Year 2+3 Quantitative Economics Elective(s) |
| Bachelor Economics and Business Economics - International Business Economics | Year 2 Compulsory Course(s) |
| Bachelor International Business - Emerging Markets | Year 3 Elective Course(s) |
| Bachelor International Business | Year 3 QE Elec(s) - Maj Accounting |
| Bachelor International Business | Year 3 QE Elec(s) - Maj Finance |
| Bachelor International Business | Year 3 QE Elec(s) - Maj Inf Mgmt |
| Bachelor International Business | Year 3 QE Elec(s) - Maj Marketing |
| Bachelor International Business | Year 3 QE Elec(s) - Maj Org |
| Bachelor International Business | Year 3 QE Elec(s) - Maj SCM |
| Bachelor International Business | Year 3 QE Elec(s) - Maj Strategy |
| Pre-master Economics and Strategy in Emerging Markets | Compulsory Course(s) |
| SBE Exchange Bachelor | Bachelor Exchange Courses |
| SBE Exchange Master | Bachelor Exchange Courses |
| SBE Non Degree Courses | Bachelor Courses |