

SYLLABUS

Data and analysis for business administration 7.5 credits G0013N

Företagsekonomisk data och analys

Course syllabus admitted: Spring 2022 Sp 4 - Spring 2022 Sp 4

**DECISION DATE
2022-01-14**

Data and analysis for business administration 7.5 credits G0013N

Företagsekonomisk data och analys

First cycle, G0013N

Education level	Grade scale	Subject	Subject group (SCB)
First cycle	U G VG	Företagsekonomi	Business Administration

Main field of study

Business Administration

Entry requirements

In order to meet the general entry requirements for first cycle studies you must have successfully completed upper secondary education and documented skills in English language and completed the following courses with at least the grade pass: Basic statistics (S0009M) 7,5 credits, Management of business (O0017N) 7,5 credits, Principles of marketing (M0015N) 7,5 credits, Introductory course accounting and control (R0008N) 7,5 credits, or equivalent knowledge.

Selection

The selection is based on 1-165 credits.

Examiner

Mats Westerberg

Course Aim

After completing the course, the student should be able to:

Knowledge and understanding

- Describe and explain central concepts regarding data collection
- Describe and explain basic concepts in multivariate analysis

Skills and Abilities

- Develop a quantitative survey design based on a relevant research question
- Collect, process and analyze mainly quantitative data linked to the business administration area.
- Use relevant software for presentation, processing and analysis of data linked to the business administration area.
- Orally and in writing present the collected data and the results of processing and analysis of data linked to the business administration area.

Ability to evaluate and adopt a standpoint

- Critically review surveys and conclusions based on statistical analysis

Contents

Primary and secondary data

Design and conduct of a survey/secondary data study

Central quantitative methods for business administration analysis (eg multiple regression, time series analysis, logistic regression)

Statistical inference

Presentation of data and analysis, in text as well as using spreadsheets.

Realization

Each course occasion's language and form is stated and appear on the course page on Luleå University of Technology's website.

Teaching is offered in the form of lectures and through computer labs and seminars (covering questionnaire / secondary data design, presentation of data and analysis of data). In parallel, the students work on designing and conducting a survey/secondary data study.

Examination

If there is a decision on special educational support, in accordance with the Guideline Student's rights and obligations at Luleå University of Technology, an adapted or alternative form of examination can be provided. The course is examined through seminars, written assignments and an individual written exam.

Remarks

Students must register for the courses themselves, or contact ETKS educational administration eduetks@ltu.se, not later than three days after the quarter commences. Failure to do so can result in the place being lost. This rule also applies to students with a guaranteed place.

Replaces the course Statistics 1: survey methods (S0004M).

Literature. Valid from Spring 2022 Sp 4

Djurfeldt och Barmark (red). 2011. Statistisk verktyglåda 2 – multivariat analys. Studentlitteratur.

Reference literature:

Barmark och Djurfeldt. 2020. Statistisk verktyglåda 0 – att förstå och förändra världen med siffor. Studentlitteratur.

Course offered by

Department of Social Sciences, Technology and Arts

Modules

Code	Description	Grade scale	Cr	Status	From period	Title
0001	Seminars	U G#	1.5	Mandatory	S21	
0002	Written assignment	U G#	3	Mandatory	S21	
0003	Written exam	U G VG	3	Mandatory	S21	

Last revised

by Director of Undergraduate Studies Daniel Örtqvist, Department of Social Sciences, Technology and Arts 2022-01-14

Syllabus established

by Director of Undergraduate Studies Daniel Örtqvist, Department of Business Administration, Technology and Social Sciences 2020-02-14