



Fach: Modul „Wirtschaftsmathematik und – statistik“
(Business Mathematics and Statistics)

Veranstaltung: Wirtschaftsstatistik (Statistics for Business)

Zuständiger Professor: Prof. Dr. Oded Löwenbein

Zielgruppe: First Year Students

Lernumfang: 48 Hours Seminar, 16 Hours Group Work, 36 hours Self Study(4 SWS)

Lernziele: Empowerment of Students in Using Basic Descriptive and Inferential Statistical Tools in order to Support Business Decisions

Lerninhalt: Comparison of Working with Samples and Population, Methods of Sample Selection
Scaling, Measures of Location, Variation and Concentration
Foundations of Probability, Selected Probability Distributions
Confidence Intervals and Tests
Correlation and Regression

Lernmethode: Summary of Main Topics (Lecturer)
Discussion of Cases (Lecturer/Students)
Presentation of Group Work (Students)

Leistungsnachweis: 2 Quizzes
Group Work
Written Exam (60 Minutes)

Literaturhinweise: Anderson, D., R., Sweeney, D., J., Williams, T., A. 2000: Statistics for Business and Economics, Cincinnati, 0-324-00328-5
Hochstätter, D. 1991: Statistische Methodenlehre, Frankfurt am Main, 3-8171-1216-5
Levine, D., M., Stephan, D., Krehbiel, T., C., Berenson, M., L. 2002: Statistics for Managers, Upper Saddle River, 0-13-029090-4

Unterrichtssprache: German: 80%, English 20%

Geplante Case Studies: Household- and Youth Study Wachtberg (2002)
Employee Satisfaction Study T-Com Human Resources (2002)