



Subject Wirtschaftsmathematik und -statistik
Course: Statistics for Business

Professor in charge:	Prof. Dr. Oded Löwenbein
Target group:	Students in their first semester
Lectures:	48 Hours Seminar, 16 Hours Group Work, 36 hours Self Study (4 SWS)
Aims:	Empowerment of Students in Using Basic Descriptive and Inferential Statistical Tools in order to Support Business Decisions
Contents:	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
Methods:	Summary of Main Topics (Lecturer) Discussion of Cases (Lecturer/Students)
Examination:	2 Quizzes Written Exam (60 Minutes)
Literature	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
Language:	English (100%)
Case Studies:	Call Center Satisfaction Case Study Young Fashion Store Case Study