

BSc Business Statistics

UCAS Code: G390

Awarding Institution:	The University of Reading
Teaching Institution:	The University of Reading
Relevant QAA subject benchmarking group:	Mathematics, Statistics and Operational Research
Faculty of Life Sciences	
For students entering Part 1 in 2002	Programme length: 3 years
Programme Director: Dr D Collett	Date of specification: 14 March 2002
Programme Adviser: Dr W M Patefield	
Board of Studies: Statistics	
Accreditation:	

Summary of programme aims and learning outcomes

This programme enables students interested in business, marketing, finance and industry to acquire a sound education in those statistical concepts that will be useful in the business world. This is achieved by providing modules which describe statistical techniques relevant to business problems, modules in economics and econometrics relevant to the management of resources, and modules that provide a training in IT skills that are essential in business. (For a full statement of the programme aims and outcomes, see below.)

Transferable skills

The University's Strategy for Teaching and Learning has identified a number of generic transferable skills which all students are expected to have developed by the end of their degree programme. In following this programme, students will have had the opportunity to enhance their skills relating to career management, communication (both written and oral), information handling, numeracy, problem-solving, team working and use of information technology.

As part of this programme students are expected to have gained experience and show competence in the following transferable skills: IT (word-processing, spreadsheet, database and statistical software), scientific writing, oral presentation, team-working, problem-solving, use of library and internet resources, time-management, and career planning.

Programme content

The profile which follows states which modules must be taken (the compulsory part), together with one or more lists of modules from which the student must make a selection (the "selected" modules). Students must choose such additional modules as they wish, in consultation with their programme advisor, to make 120 credits in each Part. The number of credits for each module is shown after its title.

Part 1 (three terms)

		<i>Credits</i>	<i>Level</i>
<i>Compulsory modules</i>			
AS1A	<i>Communicating with Statistics</i>	20	C
AS1B	<i>Probability and Statistical Methods</i>	20	C
EC104	<i>Economics for Managers</i>	20	C
AP1EB1	<i>Business Management and Marketing I</i>	20	C

Selected modules to the value of 40 credits chosen from the following:

AS1C	<i>Mathematical Methods for Statistics</i>	20	C
MA111	<i>Mathematics for Scientists</i>	20	C
MA11B	<i>Calculus and Applications</i>	20	C
MA11C	<i>Matrices, Vectors and Applications</i>	20	C
LA1***	<i>Modern Language</i>	20	C
PY11C	<i>Introduction to Neuroscience</i>	10	C
PY12F	<i>Developmental and Social Psychology</i>	10	C
CS1C2	<i>Introductory Programming 1</i>	10	C
CS1D2	<i>Introductory Programming 2</i>	10	C

Part 2 (three terms)

Compulsory modules

AS2A	<i>Statistical Theory and Methods</i>	20	I
A/2B	<i>Linear Models</i>	20	I
AS2C	<i>Statistical Consultancy</i>	20	I
?	<i>Quantitative Methods for Management</i>	20	I
AP2EB1	<i>Business Management and Marketing II</i>	20	I

Selected modules to the value of 20 credits chosen from the following:

AS2E	<i>Information Management</i>	20	I
AS2F	<i>Sampling Methods and Study Design</i>	20	I

Part 3 (three terms)

Compulsory modules

	<i>Statistics or Econometrics Project</i>	20	H
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Selected modules to the value of 100 credits chosen from the following:

AS3A	<i>Advanced Statistical Modelling</i>	20	H
AS3B	<i>Statistical Inference</i>	20	H
AS3C	<i>Analysis of Structured Data</i>	20	H
AS3D	<i>Operational Research Techniques</i>	20	H
EC313	<i>Business Forecasting and OR</i>	20	H
EC318	<i>Econometric Methods</i>	20	H
LA2***	<i>Modern Language</i>	20	H

Progression requirements

To proceed to Part 2 it is sufficient to obtain an average of at least 40% in the two Statistics modules taken together, at least 40% in Part 1 overall, and have no module mark below 30%. To proceed from Part 2 to Part 3, it is sufficient to obtain an overall average of at least 40% in Part 2, and have no module mark below 30%.

Part 2 contributes one third of the final assessment and Part 3 the remaining two thirds. To be eligible for Honours, students must normally pass Part 3 modules with a credit of at least 60 in Statistics.

Summary of teaching and assessment

Teaching is organised in modules that typically involve both lectures and practicals. The assessment is carried out within the University's degree classification scheme, details of which are in the programme handbook. The pass mark in each module is 40%. Modules are normally assessed by a mixture of coursework and formal examination, although some are assessed wholly by coursework. The Part 3 project is run as a series of tutorials with an individual supervisor, and is assessed as coursework. Part 2 contributes one third of the overall assessment, and Part 3 the remaining two thirds.

Admission requirements

Entrants to this programme are normally required to have obtained:

UCAS Tariff: A Level: 260 points including at least AS Mathematics or Statistics; *or*

International Baccalaureat: 30 points; *or*

Advanced GNVQ: Merit in one of the following subject areas: Engineering, Information Technology or Science, accompanied by at least AS Level Mathematics; *or*

Scottish Highers: ABBC, including Mathematics; *or*

Irish Highers: ABBBC, including Mathematics.

Admission Tutor: Dr H J Grubb

Support for students and their learning

University support for students and their learning falls into two categories. Learning support includes IT Services, which has several hundred computers, and the University Library which, across its three sites, holds over a million volumes, subscribes to around 4,000 current periodicals, has a range of electronic sources of information and houses the Student Access to Independent Learning (S@IL) computer-based teaching and learning facilities. There are language laboratory facilities both for those students

studying on a language degree and for those taking modules offered by the Institution-wide Language Programme. Student guidance and welfare support is provided by Personal Tutors, the Careers Advisory Service, the University's Special Needs Advisor, Study Advisors, Hall Wardens and the Students' Union.

Within the providing departments additional support is given through practical classes, and the development of problem-solving skills is assisted by provision of model solutions to exercises. Advice on statistical computing is available from the computing staff of the School of Applied Statistics, and copies of software manuals are held in a computing library. There is a Course Adviser to offer advice on the choice of modules within the programme.

Career prospects:

Students who follow this programme will have the skills necessary for careers as statisticians in financial institutions, insurance companies and industry.

Opportunities for study abroad:

There are no formal arrangements, but the possibility of a placement year abroad is available in the BSc programme in Applied Statistics.

Educational aims of the programme

The programme aims to provide a thorough degree-level education in statistics. The programme covers the basic ideas of summarising and presenting data, economics and business management, and statistical methods. Strong emphasis is given to practical applications of the subject, and the use of statistical software in data analysis.

Programme outcomes

The programme provides opportunities to develop and demonstrate knowledge and understanding, skills, qualities and other attributes in the following areas:

Knowledge and Understanding

<p>A. Knowledge and understanding of:</p> <ol style="list-style-type: none"> 1. the fundamental concepts and techniques of economics, business management, marketing, data summary and presentation, statistical inference and linear modelling 2. the application of statistics in business 3. a selection of more specialist optional topics 4. the use of statistical software in data analysis. 	<p>Teaching/learning methods and strategies</p> <p>The knowledge required for the basic topics is delineated in formal lectures supported by problem sets for students to tackle on their own. In Part 1 these are supported by tutorials and practical classes through which students can obtain additional help and feedback on their work.</p> <p>In the programme students are expected to work on practical problems on their own and seek help when required. Model solutions are provided for problems set.</p> <p><i>Assessment</i></p> <p>Most knowledge is tested through a combination of coursework and unseen formal examinations. Dissertations and oral presentations also contribute in other parts of the programme.</p>
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Skills and other attributes

<p>B. Intellectual skills – able to:</p> <ol style="list-style-type: none"> 1. think logically 2. analyse and solve problems 3. organise tasks into a structured form 4. transfer appropriate knowledge and methods from one topic within the subject to another 5. recognise and use appropriate statistical methods in data analysis 6. plan, conduct and write a report on an independent project. 	<p>Teaching/learning methods and strategies</p> <p>Logic is an essential part of the understanding of economic and statistical techniques, and the use of statistical software for data analysis is embedded throughout the programme. The quality of solutions to a problem is substantially determined by the structure of that response; analysis, synthesis, problem solving, integration of theory and application, and knowledge transfer from one topic to another are intrinsic to high-level performance in the programme.</p> <p><i>Assessment</i></p> <p>Skills 1-3 are assessed indirectly in most parts of the programme, while 4 contributes to the more successful work. Skill 5 is assessed in practical work in Parts 2 and 3, while 6 is assessed through the final year project.</p>
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C. Practical skills – able to:

1. plan, conduct and report on the results of statistical investigations
2. develop an understanding of business management
3. use statistical software in an effective manner
4. write and defend a report on a chosen topic.

Teaching/learning methods and strategies

Lectures, seminars, practical work and assignments are designed to enhance skills 1-4.

Assessment

Skills 1 and 2 are tested both formatively in coursework and summatively in examinations. Skill 3 is assessed in coursework that involves computer based analysis, and skill 4 is assessed through the project dissertation and its oral presentation.

D. Transferable skills – able to:

1. use IT (word-processing, spreadsheets and statistical software)
2. communicate scientific ideas
3. give oral presentations
4. work effectively as part of a team
5. use library and internet resources
6. manage time
7. plan their career.

Teaching/learning methods and strategies

The use of IT is embedded throughout the programme, and in the packages Excel, Access, Minitab and SAS taught in Parts 1 and 2. Team work and career planning feature in modules on *Business Management and Marketing*, and *Statistical Consultancy*. Communication skills are enhanced in Part 1, and are further deployed in modules in Parts 2 and 3. Time management is essential for the timely and effective completion of the programme. Library and internet resources are required for certain assignments and the final year project, and contribute to the best performances throughout.

Assessment

Skills 1 and 2 are assessed through coursework. Skills 2-4 contribute assessed coursework towards the module *Statistical Consultancy*, and skills 2, 3 and 5 also in the project. The other skills are not directly assessed but their effective use will enhance performance in later modules.

Please note: This specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably expect to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the learning outcomes, content and teaching, learning and assessment methods of each module can be found in module and programme handbooks.