



COURSE OUTLINE	
SUBJECT TITLE	Quantitative Methods for Business
SUBJECT LECTURER	Prof. Udi Makov
CREDITS	2
CONTACT HOURS	33
PREREQUISITES	Basic knowledge of Algebra, computer skills, Excel, and willingness to learn
OBJECTIVES	
The course is aimed at introducing MBA students to the key issues in statistical inference, thus allowing them to grasp the potential of statistics as an essential tool for assisting managers in the process of decision making	
LEARNING OUTCOMES	
<ul style="list-style-type: none"> • By the end of the course students will be able to: • Understand the notion of errors in statistical analysis • Understand probability distribution such as: Normal, t-distribution and their relevance to statistical analysis • Understand the notion of statistical inference • Determine sample size, confidence intervals and margin of error • Perform simple hypothesis tests on population mean and proportion • Use the least squares method for curve fitting and forecasting • Use Excel for statistical purposes 	
SYLLABUS OUTLINE	
<ul style="list-style-type: none"> • Lecture 1: Statistics and the 21st century. Introduction to descriptive and inferential statistics (Ch. 1). Elements of descriptive statistics (Ch. 2, sections 2.1-2.2 & Ch. 3, sections 3.1-3.4) • Lecture 2. Sampling and sampling distributions (Ch. 7, section 7.4). The Normal distribution and the Central Limit Theorem (Ch. 7, sections 7.5-7.6). Interval estimation of population mean and proportion and sample size evaluation (Ch.8) • Lecture 3/4. Hypothesis testing (Ch.9) • Lecture 4. Simple linear regression analysis (Ch. 14) • Lecture 5/6. Multiple linear regression analysis (Ch. 15) 	
TEACHING AND LEARNING METHODS	
A series of lectures, discussions, exercises, assignments; multiple-choice quizzes;	
METHODS OF ASSESSMENT	
<ul style="list-style-type: none"> • Assignments 10% • Quizzes 20% • Final Exam 70% 	
RECOMMENDED TEXT BOOK	
Contemporary Business Statistics, International Edition, 4th Edition, Thomas A. Williams, Dennis J. Sweeney, David R. Anderson ISBN-10: 1111534217 ISBN-13: 9781111534219 2012	