JÖNKÖPING UNIVERSITY
Jönköping International Business School

COURSE SYLLABUS

Applied Business Statistics, 5 credits

Applied Business Statistics, 5 högskolepoäng

Course Code:	J1ABSH	Education Cycle:	First-cycle level
Confirmed:	Oct 07, 2026	Disciplinary domain:	Natural sciences
Valid From:	Jan 18, 2027	Subject group:	Statistics
		Specialised in:	G1F First cycle, has less than 60 credits in first-cycle course/s as entry requirements
		Main field of study:	Statistics

Intended Learning Outcomes (ILO)

On completion of the course you will be able to:

Knowledge and Understanding

1.1 Explain central theories, frameworks, and concepts from business administration and/or economics and apply these to clearly defined problems or cases.

Skills and Abilities

2.2 Select and apply relevant disciplinary concepts and theories to analyse phenomena and/or situations, and justify conclusions with appropriate evidence.

2.4 Apply appropriate tools, techniques, or models to analyse problems and formulate informed recommendations, recognising their opportunities and limitations.

Content

Applied Business Statistics introduces you to fundamental statistical methods used in business and economics. The course provides a foundation in quantitative analysis and data interpretation, ensuring that you understand how to approach relevant business problems using statistical reasoning. Working with data, you learn when and how these statistical tools are applied, as well as their limitations, to draw evidence-based conclusions.

Through a mix of lectures and hands-on sessions, you learn to evaluate data, select appropriate methods, and interpret statistical results. The applied sessions provide opportunities to practice using statistical methods, interpret and discuss statistical results, and develop an understanding of data-driven reasoning in business and economics.

The course supports programme objectives by building fundamental quantitative and analytical skills, preparing you to make informed and responsible decisions in different contexts. It also develops basic research skills and encourages thoughtful consideration on how data is analysed.

Connection to Research

In this course, you will learn the basic statistical tools that researchers use in business and economics. You will learn how to choose suitable methods and interpret statistical results. Through hands-on work with data, you will gain experience analysing empirical material relevant to academic and applied research.

Connection to Practice

You will learn statistical methods that are widely used in business and economic analysis. You will work with data and practical examples, applying statistical tools and software to carry out these analyses. You will practice interpreting results and communicating findings in a way that is useful for decision-making.

Connection to Ethics, Responsibility, Sustainability (ERS)

You learn to use statistical methods responsibly, communicate results, and interpret statistical findings. You also develop an understanding of the limitations and uncertainty associated with statistical analysis.

Type of Instruction

The course is taught on campus through lectures and practical computer sessions. Attendance is expected at scheduled sessions.

Language of instruction is English.

Entry Requirements

General entry requirements and passed at least 30 ECTS in first-cycle courses in Business Administration or Economics and Proof of English proficiency is required.

Examination and Grades

The course is graded A, B, C, D, E, FX or F.

The ILOs are assessed through the following examination form:

The individual written exam (ILOs: 1.1, 2.2), representing 4 credits, is on campus covering the statistical concepts and methods taught in the course.

Individual computer-lab assignments (ILOs: 2.4), representing 1 credit, consist of practical assignments in which you apply statistical tools to datasets and submit work based on your analyses. A passing grade requires successful completion of the minimum number of assignments specified in the course instructions.

All parts of the compulsory examination in the course must receive a passing grade before a final grade can be set. Grades are set in accordance with JIBS grading policy.

Registration of examination:

Name of the Test	Value	Grading
Individual written exam [1]	4 credits	A/B/C/D/E/FX/F
Individual computer-lab assignments	1 credit	G/U

[1]Determines the final grade of the course, which is issued only when all course units have been passed.

Course Evaluation

The course evaluation is important for the continuous improvement of JIBS' courses and degree programmes. The examiner is responsible for ensuring that each course is evaluated, but as a student you are essential in this process. We rely on your input to understand how we can improve. At the outset of a course the student representatives are identified. In the middle of the course there should be an opportunity for the student representatives (or a larger group of students) to share reflections on how the course is progressing. At the end of the course, you will get a course evaluation survey to fill in. The examiner will then host a debrief meeting with the student representatives to discuss improvement opportunities, based on the course evaluation data and comments.

Other Information

As a JIBS student, you are expected to maintain strong academic integrity. You must act within the boundaries of academic rules and expectations relating to all types of teaching and examination.

Copying someone else's work is a particularly serious offence and can lead to disciplinary action. When you use someone else's work without proper citation or transparency about where it came from, you

are committing plagiarism. Cutting and pasting without clearly acknowledging the original source is a textbook example of plagiarism.

You must also act responsibly when using Generative AI tools. Acting responsibly includes staying informed about the school's AI-policy, understanding what rules apply in each course, and properly declaring or disclaiming any use of generative AI. You are accountable for all content you submit, including AI-assisted material. Using AI without disclosure or beyond what is allowed in a course is a violation of academic integrity and will be subject to the same academic consequences as other forms of misconduct, which may include failing the assignment, failing the course, or further disciplinary action according to school policy.

The Jönköping University library offers online and in-person support for assisting you in identifying relevant sources, using and referencing literature, and creating texts that meet academic standards and integrity.

Other forms of academic misconduct include (but are not limited to) adding your name to a project you did not contribute to (or allowing someone to add their name), cheating during an examination, helping other students to cheat or submitting other students' work as your own, and using non-allowed electronic equipment during an examination. All such actions may result in disciplinary measures.

Course Literature

Please note that the course literature may be revised up to eight weeks before the start of the course.

Anderson, D. R., Sweeney, D. J., Williams, T. A., Camm, J. D., Cochran, J. J., Fry, M. J., Ohlmann, J. W., Freeman, K., & Shoesmith, E. (2024). *Statistics for Business and Economics* (6th ed.). Cengage Learning.