"QUANTITATIVE ANALYSIS IN BUSINESS" SYLLABUS

Basic data of the subject	
Academic Unit:	Faculty of Economics
Course title:	Quantitative Analysis in Business
Program:	International Management
Level:	Bachelor
Course status:	Mandatory
Study year:	II
Number of hours per week:	3+2
Credit value – ECTS:	6
Time / location:	Fourth semester
Lecturer:	Prof. Ass. Dr. Luan Vardari
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Course description:	The usefulness of research ranges from public opinion research and market research, which are very practical, to very theoretical analyzes of social impact. Planners and administrators use research for basic information related to their policy decisions. Economists rely on regular consumer surveys for information on the financial situation of households and on surveys of business enterprises to measure recent investments.
Course objectives:	The subject Quantitative Analysis in Business has the primary purpose of familiarizing students with (basic) quantitative knowledge. Within this subject, statistical techniques related to data collection, their compilation, data interpretation and analysis, correlation of variables, financial models, indices, forecasting methods, etc. are discussed. A key tool in the context is information technology, where its use represents a necessary technical prerequisite. Each chapter of this subject includes discussions with students related to the concept of that chapter along with various theoretical examples as well as factual examples from real life using the micro and macroeconomic statistics of Kosovo. This, in order to connect theoretical concepts with practical work. In addition to discussions during lectures and exercises, students are given certain tasks to work on at home after each lesson, which will help in the acquisition of this subject.
Learning outcomes:	After completing this course, students will be able to: • Understand the role and importance of statistical analysis for making decisions in various economic, social and personal spheres.

	• Estimate the parameters of the overall population through confidence interval and hypothesis testing. • Evaluate the relationships between two or more phenomena, interpret the results found and apply them in practical/real life. • Evaluate and predict the development of various phenomena for future periods, taking into account their development in the past.

Contribution on student load (must correspond with learning outcomes)			
Activity	**Hours**	**Days/week**	**Total**
Lectures	3	15	45
Exercise theoretical/laboratory	2	15	30
Contact with lecturer/consultations	1	10	10
Colloquiums, seminars	1	10	10
Homework	1	5	5
Individual time spent studying (at the library or home)	1	10	10
Final preparation for the exam	2	10	20
Time spent in evaluation (tests, quiz, final exam)	1	10	10
Projects, presentations, etc	1	10	10
Total			**150 hours (6 ECTS)**

Teaching methods:	Interactive lectures, discussions, seminar papers, research problems, etc.
Evaluation methods:	The evaluation is done through the test, while the final grade consists of four components: - Participation and activity in class: 10% - Colloquium: 15% - Homework: 5% - Seminar paper: 20% - Final exam: 50%

Literature	
Basic Literature:	• Nimani, A. *Analiza Kuantitative në* Biznes. 2018. Universiteti "Ukshin Hoti" Prizren. • Treiman, D. J., Dhëmbo, E., Bejko, E., Dizdari, V. 2009. *Analiza Sasiore e të Dhënave – Të kryesh kërkim social për të testuar ide*. John Wiley and Sons, Inc. Botimi në shqip. Educational Centre.

	• Wisniewski, M., Shafti, F. 2020. *Quantitative Analysis for Decision Makers*. Seventh edition. Pearson Education Limited, United Kingdom. • James T. McClave, P. George Benson, Terry Sincich. 2018. *Statistics for Business and Economics.* Thirteenth Edition. Global Edition. Pearson Education Limited.
Additional Literature:	• Jon Curwin, Roger Slater and David Eadson. 2013. *Quantitative Methods For Business Decisions,* 7th edition. Cengage Learning EMEA. United Kingdom. • John Buglear. 2012. *Quantitative Methods for Business and Management*, First published. Pearson Education Limited. • Anderson, D. R., Sweeney, D. J., Williams, Th. A. 2013. *Statistika për Biznes dhe Ekonomik*. Botimi i dhjetë/Pjesa e dytë. Botimi në shqip. UET Press. • Bruce L. Bowerman, Richard T. O'Connell Emily S. Murphree. 2014. *Business Statistics in Practice, 7E*, McGraw-Hill/Irwin, a business unit of The McGraw-Hill Companies, Inc., New York.

Designed study plan:		
Week	**Lectures**	**Exercises**
First week:	Familiarity with the subject and syllabus Basics of research and quantitative analysis	Introduction to Quantitative Analysis Familiarity with exercise form Literature review
Second week:	Data collection, processing and classification	Concrete examples from the book and assignment of working groups
Third week:	Description in tables and graphical presentation of data	Concrete examples from the core book
Fourth week:	Theory and practice of sampling	Sample selection and process
Fifth week:	Identification of the researched problem and assessment of safety and validity	Concrete example from group research
Sixth week:	Statistical data analysis	Selection of statistical analysis tasks
Seventh week:	Measuring economic indicators	Concrete examples from the core book
Eighth week:	Colloquium	Colloquium
Ninth week:	Indicators of variation	Task exercises and concrete cases
Tenth week:	Dynamic analysis methods	Concrete examples from the core book

Eleventh week:	Probability theory	Reviews of problems and concrete cases
Twelfth week:	Correlation and regression analysis	Concrete examples from the basic book and research
Thirteenth week:	Analysis of variance	Concrete examples from the basic book and research
Fourteenth week:	Application of econometric models in quantitative analysis	Concrete examples from the basic book and research
Fifteenth week:	Presentation of student research and exam preparation	Student results presentations and exam preparation
Academic policies and rules of conduct:		

- Students must be aware and respect the rules of the institution.
- Students must respect the schedule of lectures, exercises and be attentive in class.
- Students must have their ID card with them, they cannot take the test without their ID card.
- During the drafting of the papers, the student must adhere to the instructions given by the teacher.
- The use of mobile phones is not allowed during the test hours.