

Course identification :	<ul style="list-style-type: none"> - Teaching unit : SMEs & their specificities - Module :Environment I - Subject : Quantitative tools for marketing 	ECTS credits : "Quantitative tools for marketing"and "TN&G" build a common module which bears 5 ECTS credits	Semester : autumn Teaching hours : 12 Full workload : 42
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Objectives of the course :	Using tools for pricing, sales forecasts and statistics presentation and comments
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Prerequisites :	Pre-requisites (language, knowledge) : It is an advantage to have followed a course of statistics during the first year. It is not compulsory.
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Course contents :	Tables / graphs / Study of the trend (medium / quantile) Study of risk and dispersion Study of the concentration / Reminders elementary probability calculations Discrete random variables (binomial and Poisson) Sales Forecast Excel exercices
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Evaluation :	Continous assessment : 100% (No Final exam :)
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Bibliography :	References : Sales Forecasting: A New Approach – January 2, 2002 by Thomas F. Wallace (Author), Robert A. Stahl (Author) Excel Statistics: A Quick Guide – November 26, 2012 by Neil J. Salkind (Author) Statistical Analysis: Microsoft Excel 2013 – April 13, 2014 by Conrad Carlberg (Author)
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Remarks :	
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