



my.wbs - your online learning environment!



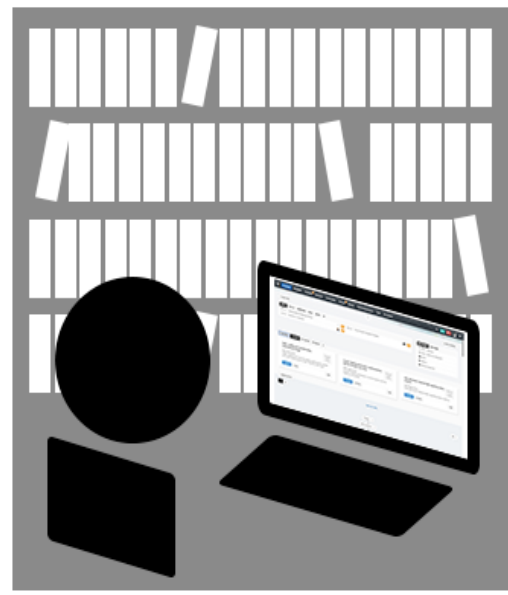
WELCOME₂₀₂₆!

Next

Michael Eardley
WBS IT Consultant



What is my.wbs and how do I access it?

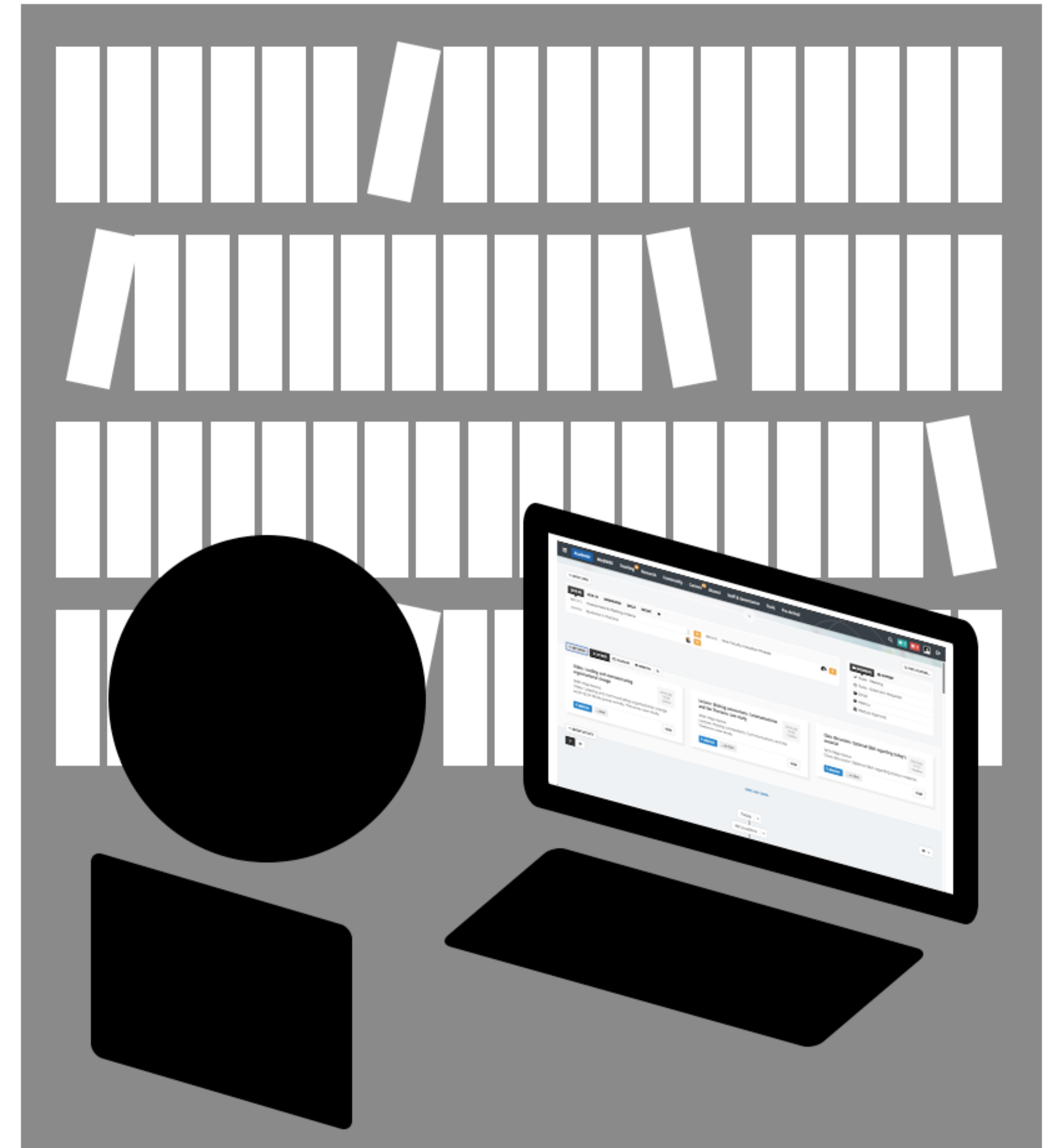


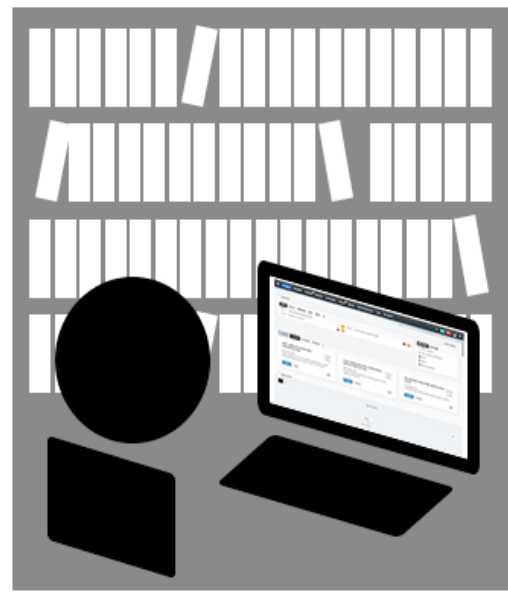
my.wbs

What is it?

Your personal and complete set
of online resources for all activities in WBS

- ✓ Study materials
- ✓ Assessments
- ✓ Messages and resources
- ✓ Library
- ✓ Careers
- ✓ Help and support





my.wbs

Have you logged in?

You can login at:
<https://my.wbs.ac.uk>

It is normal for students to log
in 5-6 times PER DAY!

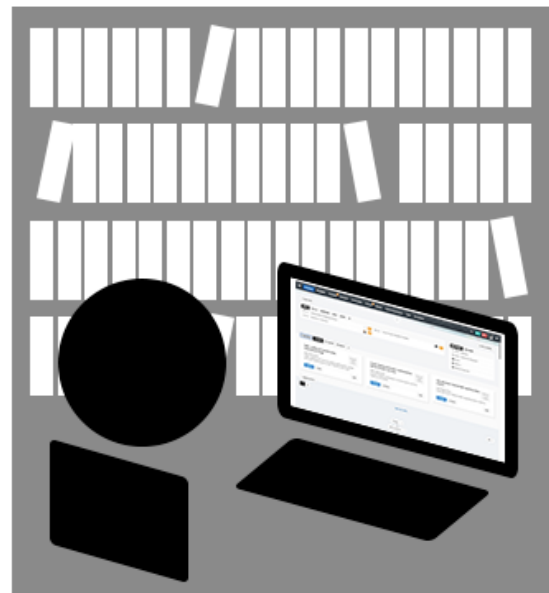
We EXPECT you to do the
same!





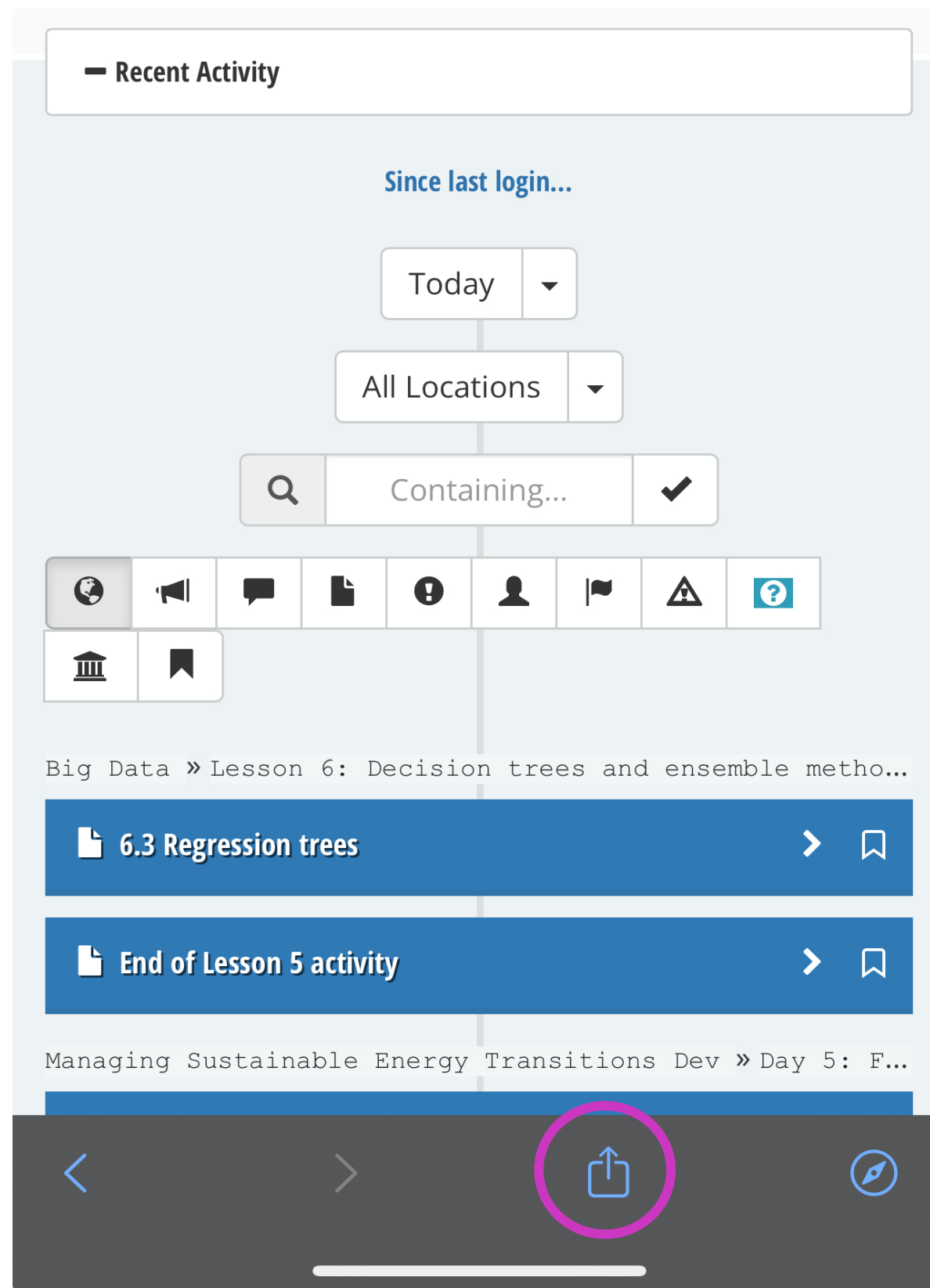
What should I do FIRST as a new starter?

- ✓ Save the website to your personal device homepage
- ✓ Set up communication preferences
- ✓ Sync your calendars
- ✓ Get familiar with the homepage

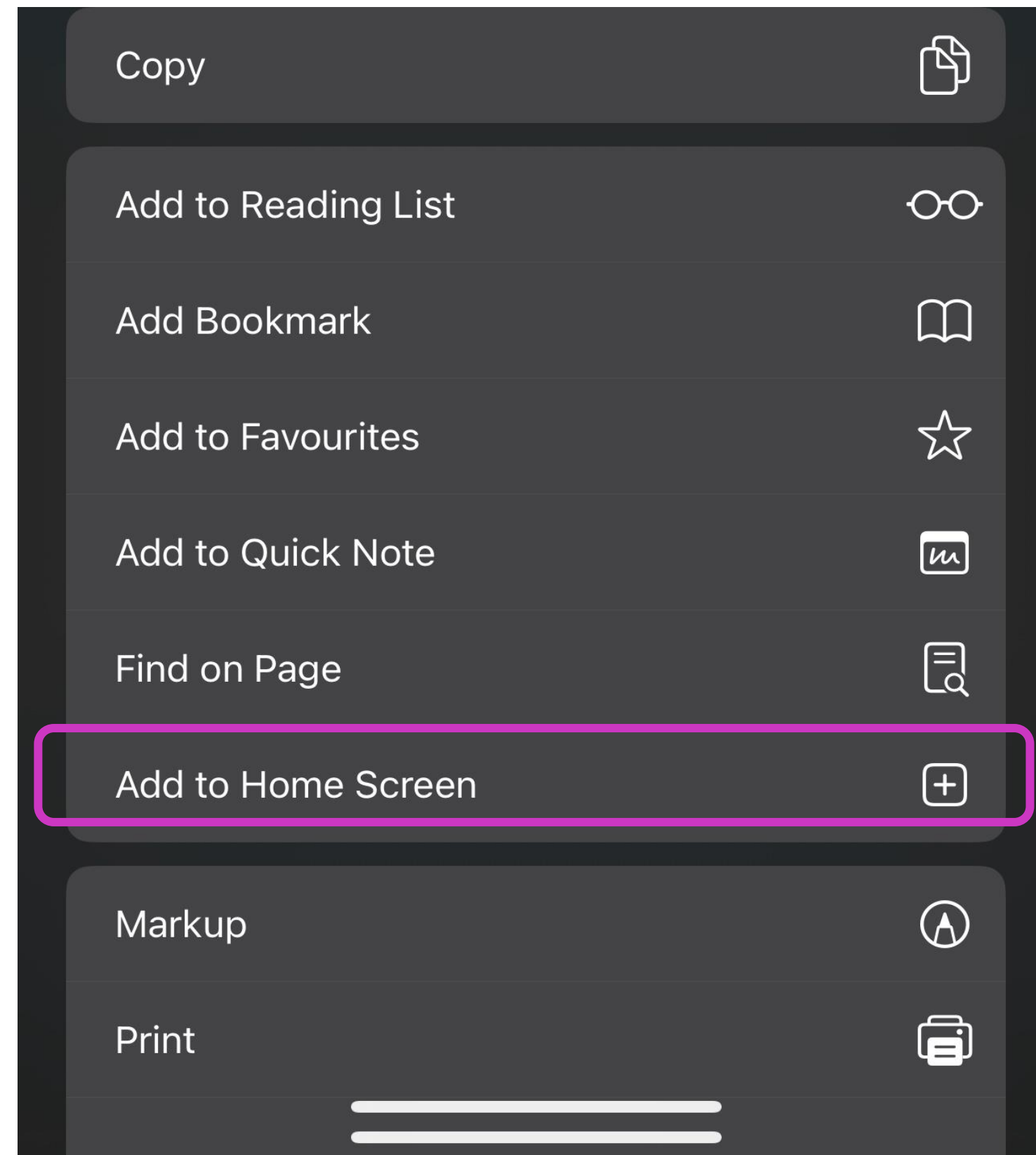


my.wbs

On Your Mobile Home Screen

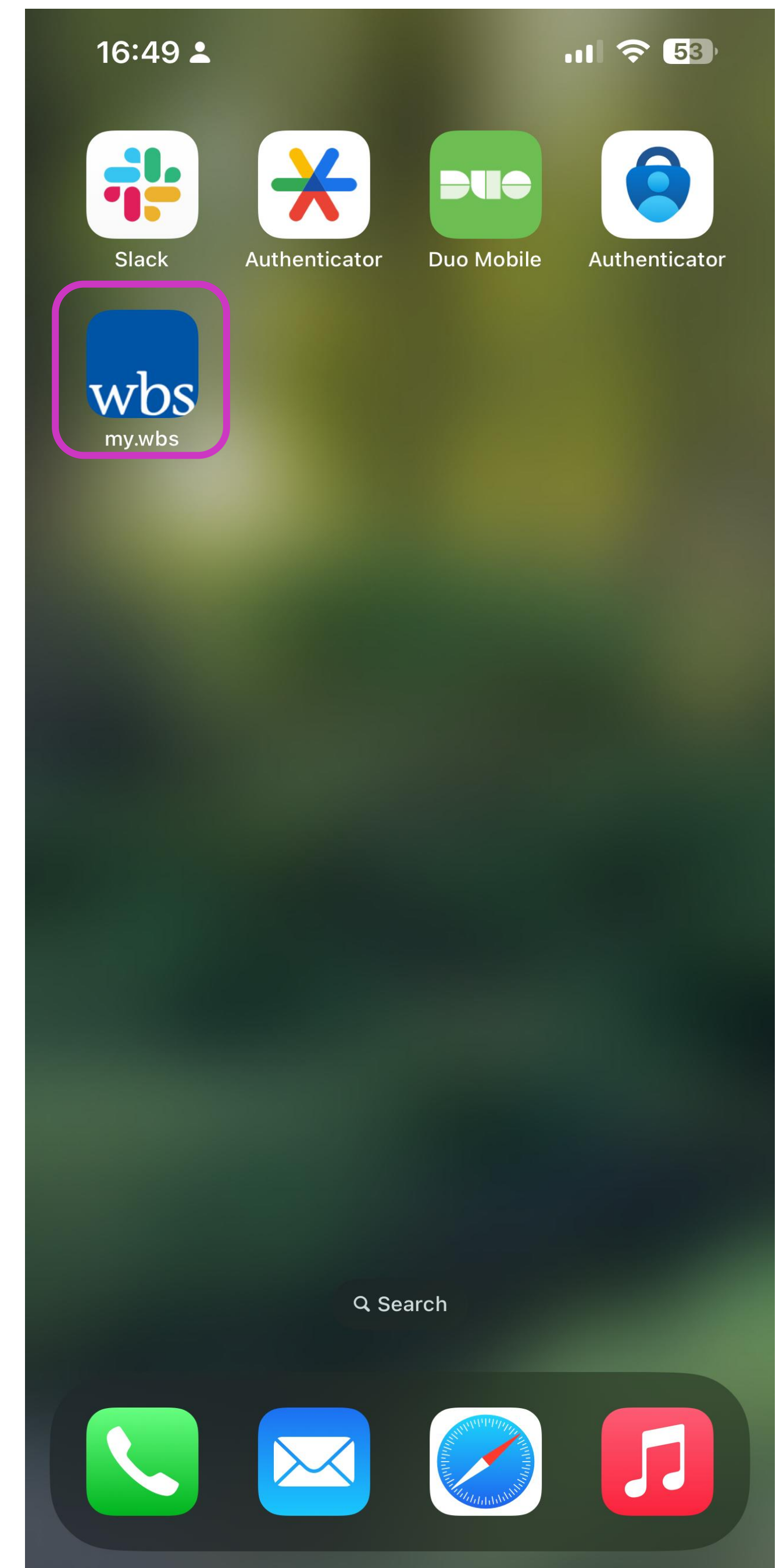


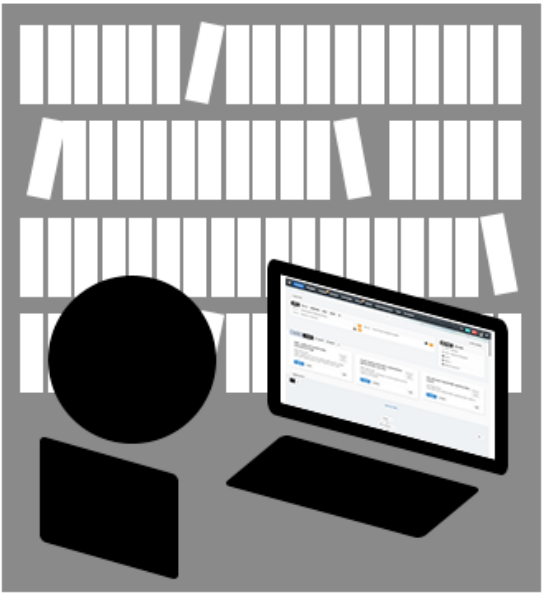
1



2

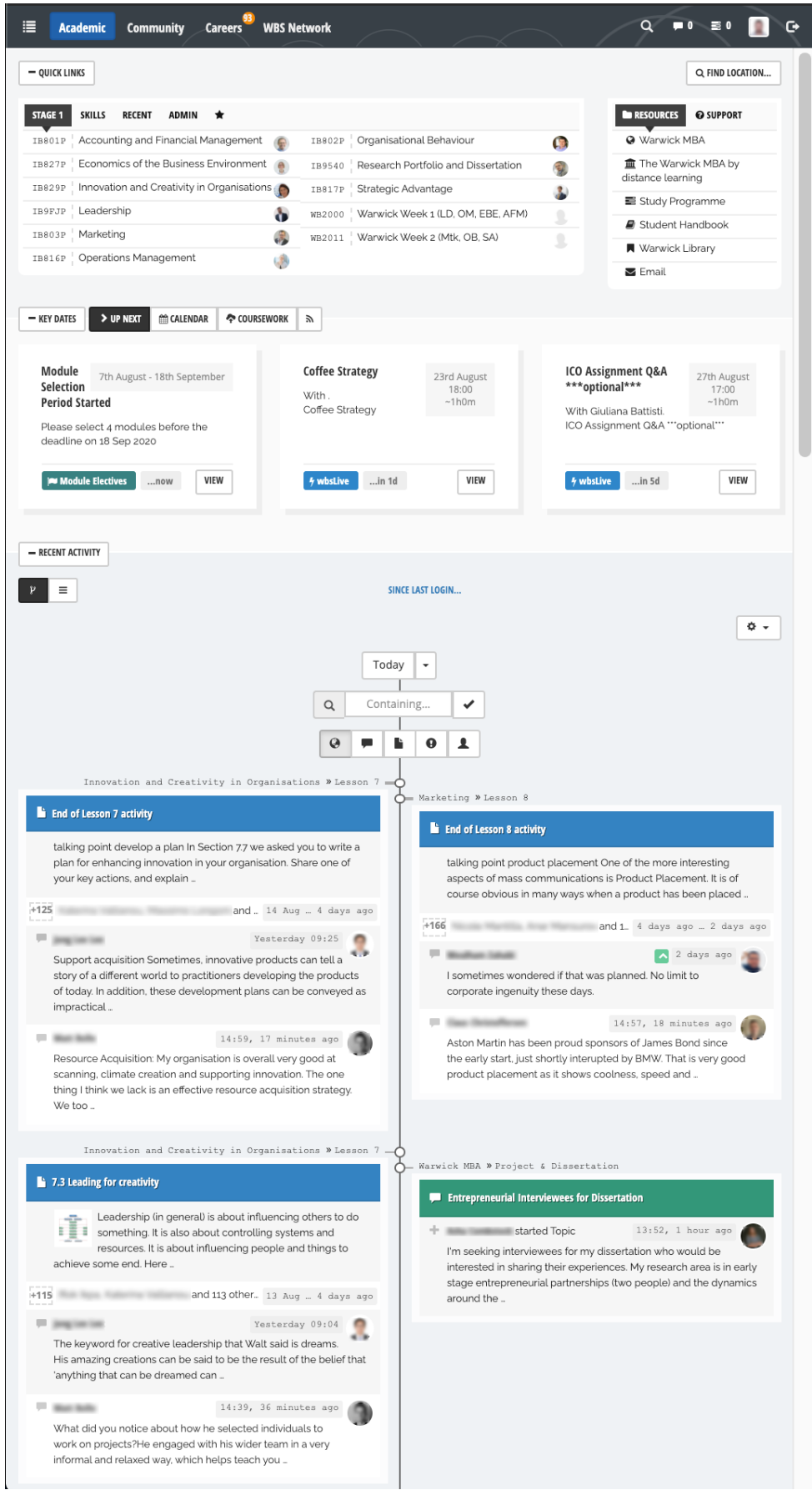
3





my.wbs

New starters



Email Digest - Preferences

Email digests keep you up to date with new content and discussions on my.wbs. You can subscribe, unsubscribe and change your preferred schedule at any time. For example, you may prefer to receive academic updates daily and community updates less frequently.

Please check the email address below is accurate and select an initial preference for receiving emails:

Email address:

Enter your email address here

Email Preference:

☒ Daily academic and weekly careers digests (most common)

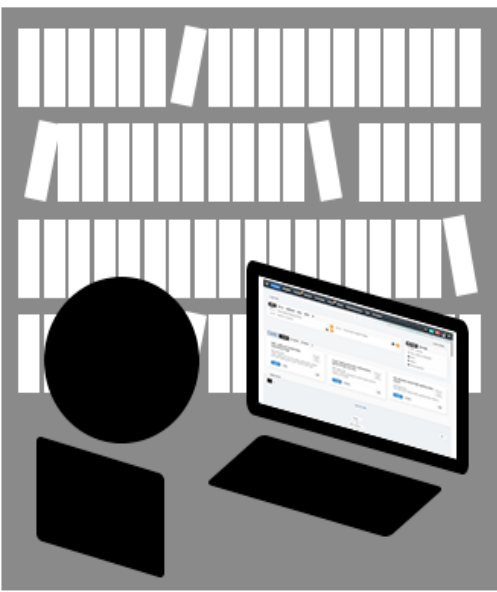
☐ No email digests

☐ I will choose later on the [User Profile » Emails & Feeds](#) page

You can manage your personal contact details, email digest options and other preferences via your [User Profile](#).

REMIND ME LATER

✓ SET PREFERENCES



my.wbs

Your profile

AcademicCommunityCareersWBS Network

QUICK LINKS

STAGE 1

Accounting and Financial Management

Organisational Behaviour

Economics of the Business Environment

Innovation and Creativity in Organisations

Leadership

Marketing

Operations Management

SKILLS

RECENT

ADMIN

RESOURCES

Warwick MBA

The Warwick MBA by distance learning

Study Programme

Student Handbook

Warwick Library

Email

SUPPORT

KEY DATES

UP NEXT

CALENDAR

COURSEWORK

Module Selection Period Started

7th August - 18th September

Please select 4 modules before the deadline on 18 Sep 2020

Module Electives

new

VIEW

Coffee Strategy

23rd August 18:00 - 19:00

With Coffee Strategy

wholive

in 1d

VIEW

ICO Assignment Q&A ***optional***

27th August 17:00 - 18:00

With Giuliana Battisti, ICO Assignment Q&A ***optional***

wholive

in 5d

VIEW

RECENT ACTIVITY

Since last login...

Today

Containing...

Innovation and Creativity in Organisations Lesson 7

Marketing Lesson 8

End of Lesson 7 activity

End of Lesson 8 activity

7.3 Leading for creativity

Entrepreneurial Interviews for Dissertation



People

Profile & Tools

MICHAEL EARDLEY / STAFF

Michael Eardley Overview

About You

Let other users know you by updating your description, contact details and more.

eBooks Bookshelf

All of your eBooks in one place.

Your Activity

View my.wbs content which you have created.

Your Calendar/Schedule

View and add events to your calendar.

Preferences

Preferences related to my.wbs, such as whether to stay logged in.

Change Password

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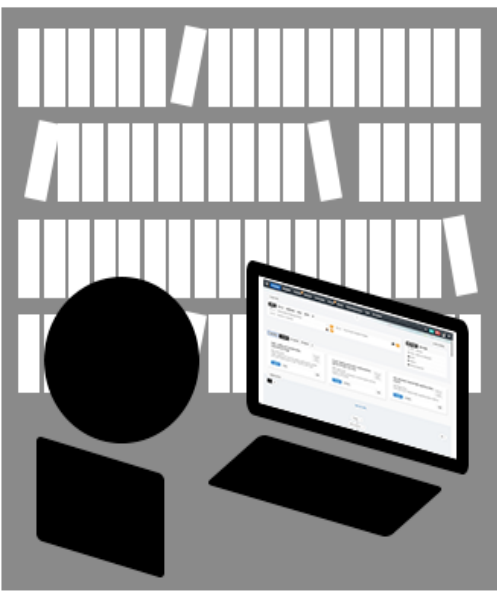
Manage your starred locations on my.wbs.

Flagged

Manage subscription to content which has been flagged for your attention.

The time at Warwick is 3:23 pm

Useful Links



my.wbs

Your profile

AcademicCommunityCareersWBS Network

QUICK LINKS

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Accounting and Financial Management

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Economics of the Business Environment

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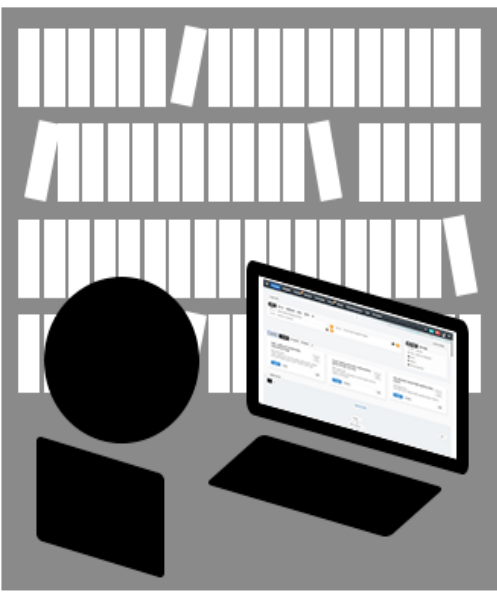
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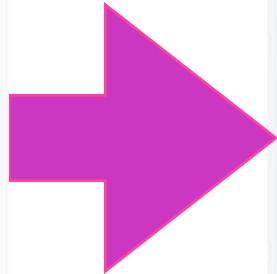
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Feed Tokens

The Feed and Calendar links contain a token which allow your devices to access your data without having to log in. Anyone with these links can access your feeds so please make sure they remain private. You can make sure that no unintended access is allowed by resetting your token.

Reset your token

Academic Channel

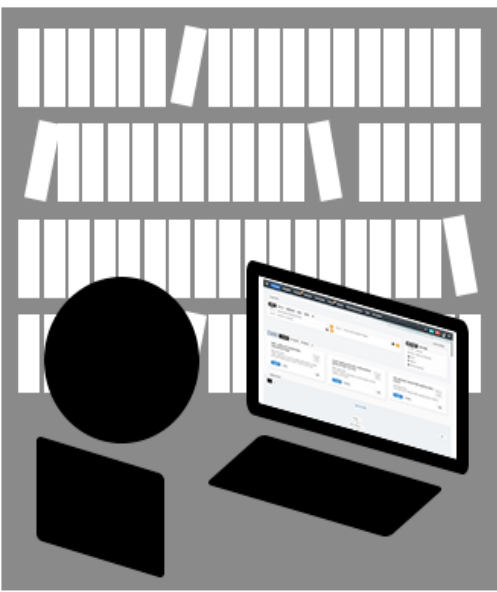
Academic areas of the website - your Programmes, Courses, Modules and Academic Groups.

Email Enabled	Email Frequency	Email Time	Feed	Calendar
YES NO	Daily	4PM		

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Areas within the WBS Community channel, such as Classified Adverts.

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my.wbs

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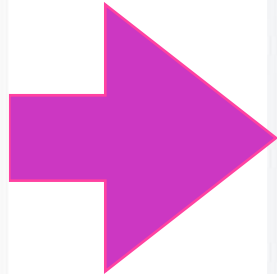
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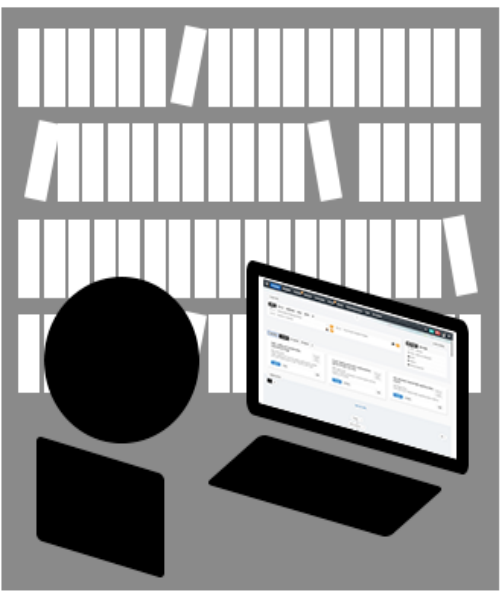
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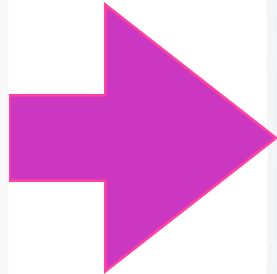
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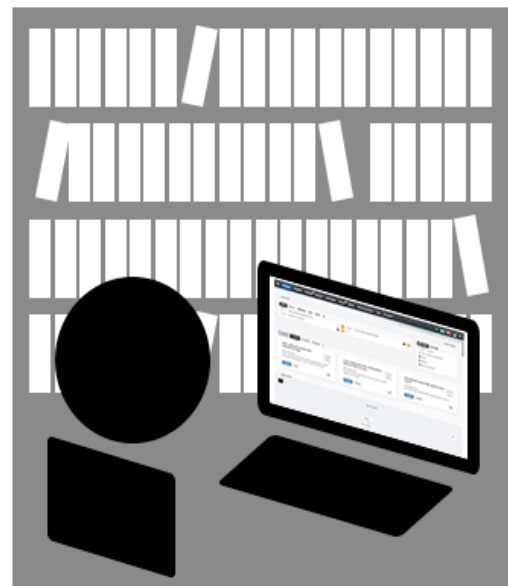
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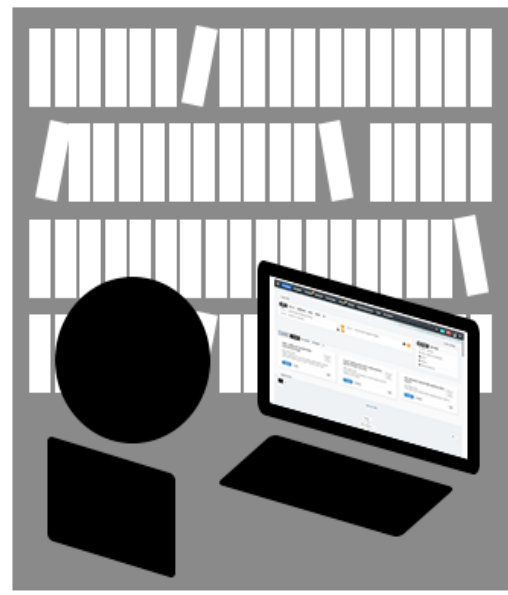


my.wbs

Syncing your calendar and email



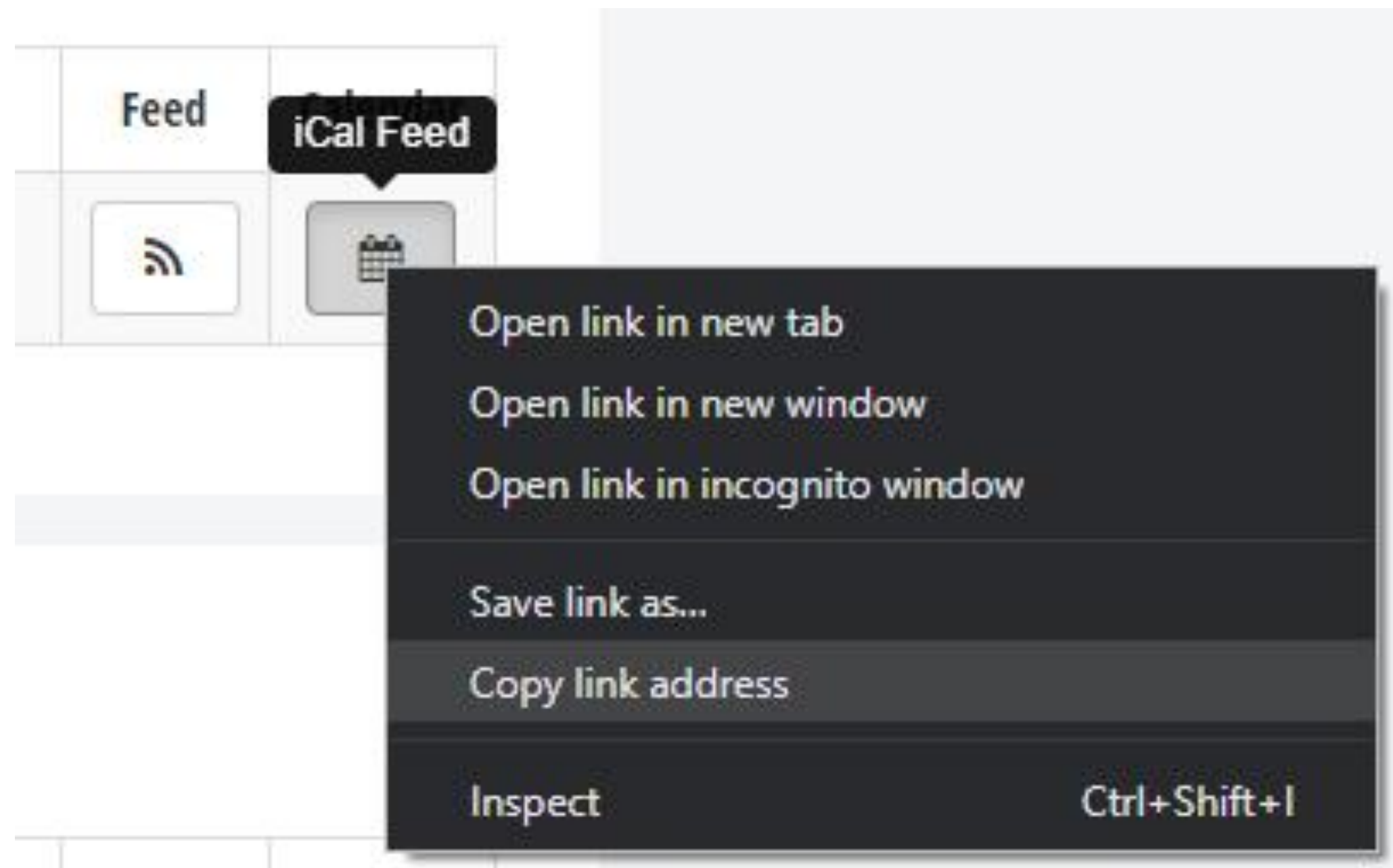
[SYNC NOW!](#)



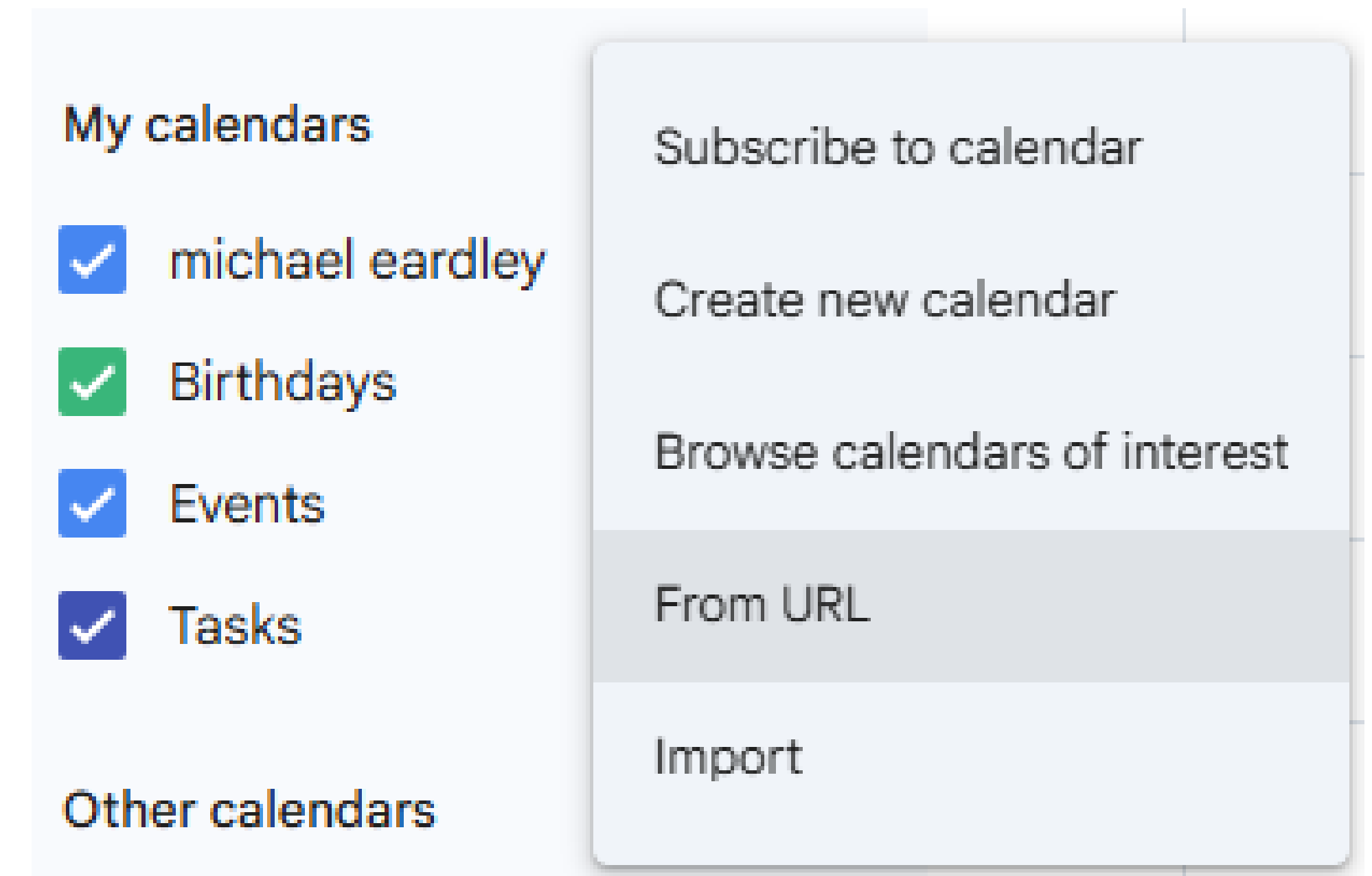
my.wbs

Synching your calendar and email

Right-click the icon to copy the calendar link



Find the 'add external calendar' and paste the link



(Example from gmail)



WARWICK BUSINESS SCHOOL
THE UNIVERSITY OF WARWICK

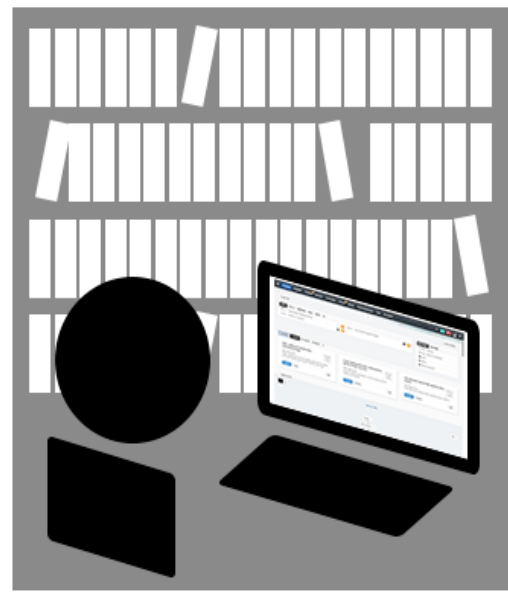
WELCOME2026!

Next



What can I see on my homepage?

- ✓ Search toolbar
- ✓ Quick links
- ✓ Student A-Z and Handbook
- ✓ WBS UG Latest News
- ✓ Personal Tutoring



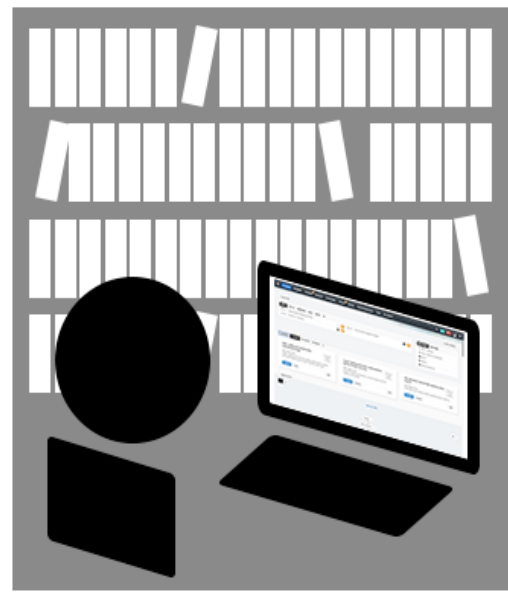
my.wbs

Student homepage

- ✓ Your modules
- ✓ Your degree
- ✓ Your course administration
- ✓ Your personal schedule
- ✓ All the latest activity for you
- ✓ Help and support

The screenshot displays the my.wbs Student homepage. At the top, a navigation bar includes links for Academic, Community, Careers, and WBS Network, along with a search bar and user profile icons. Below this, a 'QUICK LINKS' section is visible. The main content area is divided into several sections:

- STAGE 1**: A table listing modules and their respective lecturers. The table has columns for 'STAGE 1', 'SKILLS', 'RECENT', 'ADMIN', and a star icon. The rows list modules such as Accounting and Financial Management, Organisational Behaviour, Economics of the Business Environment, Research Portfolio and Dissertation, Innovation and Creativity in Organisations, Strategic Advantage, Leadership, Warwick Week 1 (LD, OM, EBE, AFM), Marketing, Warwick Week 2 (Mtk, OB, SA), and Operations Management.
- KEY DATES**: A section with tabs for 'UP NEXT', 'CALENDAR', 'COURSEWORK', and a search icon. It contains three cards: 'Module Selection Period Started' (7th August - 18th September), 'Coffee Strategy' (23rd August 18:00 ~1h0m), and 'ICO Assignment Q&A ***optional***' (27th August 17:00 ~1h0m). Each card includes a 'VIEW' button and a 'wbsLive' indicator.
- RECENT ACTIVITY**: A section showing a timeline of activity. It includes a search bar, a 'Today' dropdown, and a 'Containing...' search field. The activity is organized into sections for 'Innovation and Creativity in Organisations' and 'Marketing'. Each section contains a list of activities with timestamps and user avatars.
- 7.3 Leading for creativity**: A section with a heading and a list of activities. It includes a search bar, a 'Today' dropdown, and a 'Containing...' search field. The activity is organized into sections for 'Innovation and Creativity in Organisations' and 'Marketing'. Each section contains a list of activities with timestamps and user avatars.
- Entrepreneurial interviewees for Dissertation**: A section with a heading and a list of activities. It includes a search bar, a 'Today' dropdown, and a 'Containing...' search field. The activity is organized into sections for 'Innovation and Creativity in Organisations' and 'Marketing'. Each section contains a list of activities with timestamps and user avatars.



my.wbs

Search

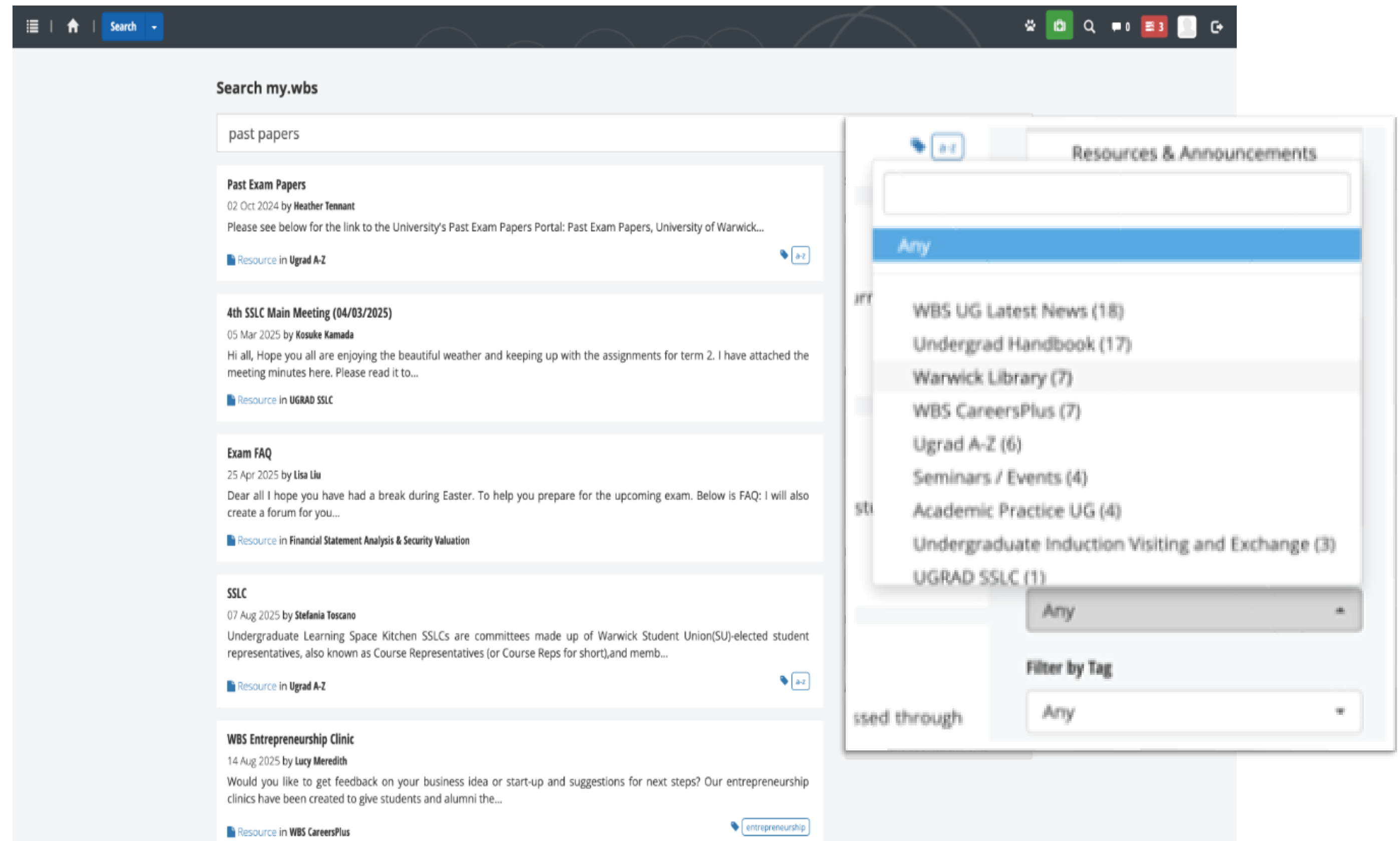


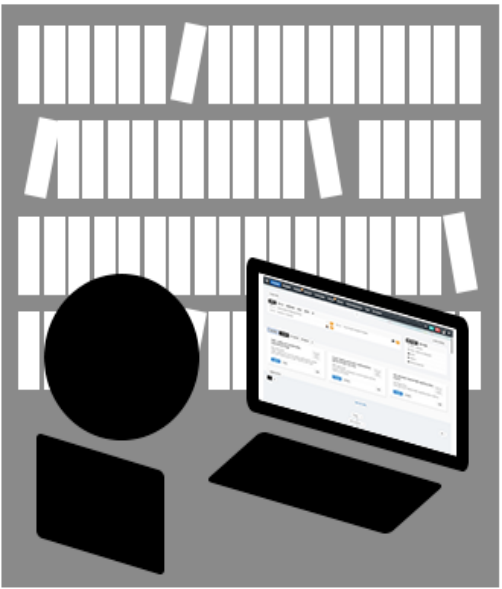
Find

- Your Modules
- Resources
- Study Materials
- Announcements

Filter by

- Content Type
- Time
- Space
- Tags





my.wbs

Quick links

AcademicCommunityCareersWBS Network

QUICK LINKS

STAGE 1

IB801P Accounting and Financial Management

IB802P Organisational Behaviour

IB827P Economics of the Business Environment

IB954D Research Portfolio and Dissertation

IB829P Innovation and Creativity in Organisations

IB817P Strategic Advantage

IB957P Leadership

IB2000 Warwick Week 1 I.D. OM, EBE, AFM

IB833P Marketing

IB2011 Warwick Week 2 BMS, OB, SAJ

IB816P Operations Management

RESOURCES

Warwick MBA

The Warwick MBA by distance learning

Study Programme

Student Handbook

Warwick Library

Email

SUPPORT

KEY DATES

UP NEXT

CALENDAR

COURSEWORK

3h

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Module Electives

VIEW

Coffee Strategy

With: Coffee Strategy

23rd August 18:00 - 19:00

select

VIEW

ICO Assignment Q&A ***optional***

With Juliana Battisti: ICO Assignment Q&A ***optional***

27th August 17:00 - 19:00

select

VIEW

RECENT ACTIVITY

7

3

SINCE LAST LOGIN...

Today

Containing...

Innovation and Creativity in Organisations Lesson 7

End of Lesson 7 activity

talking point develop a plan In Section 7.7 we asked you to write a plan for enhancing innovation in your organisation. Share one of your key actions, and explain...

125

and 14 Aug 4 days ago

Yesterday 09:25

Support acquisition Sometimes, innovative products can tell a story of a different world to practitioners developing the products of today In addition, these development plans can be conveyed as impractical...

14:59, 17 minutes ago

Resource Acquisition My organisation is overall, very good at scanning, climate creation and supporting innovation. The one thing I think we lack is an effective resource acquisition strategy. We too...

Innovation and Creativity in Organisations Lesson 7

7.3 Leading for creativity

Leadership in general is about influencing others to do something. It is also about controlling systems and resources. It is about influencing people and things to achieve some end. Here...

115

and 13 Aug 4 days ago

Yesterday 09:04

The keyword for creative leadership that Walt said is dreams. His amazing creations can be said to be the result of the belief that 'anything that can be dreamed can...

14:39, 36 minutes ago

What did you notice about how he selected individuals to work on projects? He engaged with his wider team in a very informal and relaxed way, which helps teach you...

Marketing Lesson 8

End of Lesson 8 activity

talking point product placement One of the more interesting aspects of mass communications is Product Placement. It is of course obvious in many ways when a product has been placed...

166

and 1 4 days ago 2 days ago

2 days ago

I sometimes wondered if that was planned. No limit to corporate ingenuity these days.

14:57, 18 minutes ago

Aston Martin has been proud sponsors of James Bond since the early start, just shortly interrupted by BMW. That is very good product placement as it shows coolness, speed and...

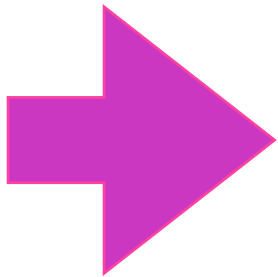
Warwick MBA Project & Dissertation

Entrepreneurial Interviews for Dissertation

started Topic

13:52, 1 hour ago

I'm seeking interviewees for my dissertation who would be interested in sharing their experiences. My research area is in early stage entrepreneurial partnerships (two people) and the dynamics around the...



Quick Links

Find Location...

Year 1Year 2SkillsRecentAdmin★

BSc Management

IB1460 Accounting for Business

IB1220 Business Analytics

IB145W CORE: Foundations, Skills & Debates Workshop

IB1450 CORE: Foundations, Skills and Debates

EC1310 Economics for Business

IB1500 Foundations of Data Analysis for Management

IB1250 Foundations of Financial Management

IB1380 Management, Organisation and Society

IB1480 Principles of Marketing

ResourcesSupport

A-Z Index

WBS UG Latest News

Module Information 24/25

Management

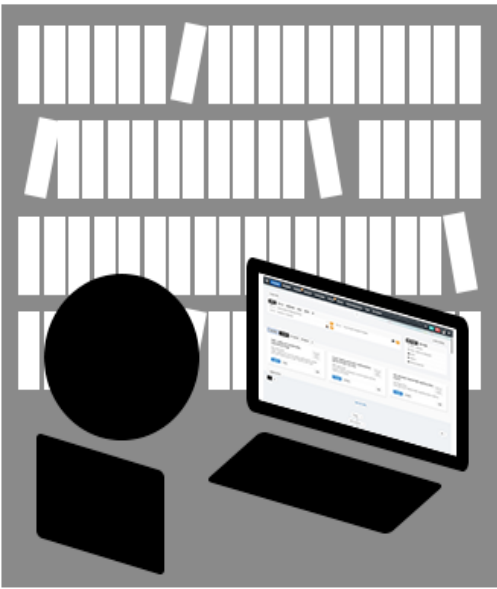
Personal Tutor

Student Handbook (Undergraduate)

Warwick Library

SSLC

Email



my.wbs

Quick links

AcademicCommunityCareersWBS Network

QUICK LINKS

STAGE 1

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IB802POrganisational Behaviour

IB827PEconomics of the Business Environment

IB9540Research Portfolio and Dissertation

IB829PIInnovation and Creativity in Organisations

IB817PStrategic Advantage

IB937PLeadership

KB2000Warwick Week 1 I.D. OM, EBE, AFM

IB803PMarketing

KB2011Warwick Week 2 BMS, OB, SAJ

IB816POperations Management

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Marketing » Lesson 8

End of Lesson 8 activity

talking point product placement One of the more interesting aspects of mass communications is Product Placement. It is of course obvious in many ways when a product has been placed...

+166

and 1, 4 days ago - 2 days ago

2 days ago

I sometimes wondered if that was planned. No limit to corporate ingenuity these days.

14:57, 18 minutes ago

Aston Martin has been proud sponsors of James Bond since the early start, just shortly interrupted by BMW. That is very good product placement as it shows coolness, speed and...

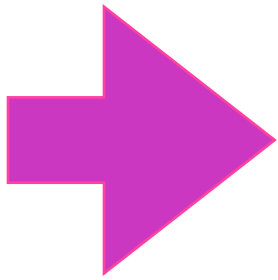
Warwick MBA » Project & Dissertation

Entrepreneurial Interviews for Dissertation

started Topic

13:52, 1 hour ago

I'm seeking interviewees for my dissertation who would be interested in sharing their experiences. My research area is in early stage entrepreneurial partnerships (two people) and the dynamics around the...



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BSc Management

IB1460Accounting for Business

IB1220Business Analytics

IB145WCORE: Foundations, Skills & Debates Workshop

IB1450CORE: Foundations, Skills and Debates

EC1310Economics for Business

IB1500Foundations of Data Analysis for Management

IB1250Foundations of Financial Management

IB1380Management, Organisation and Society

IB1480Principles of Marketing

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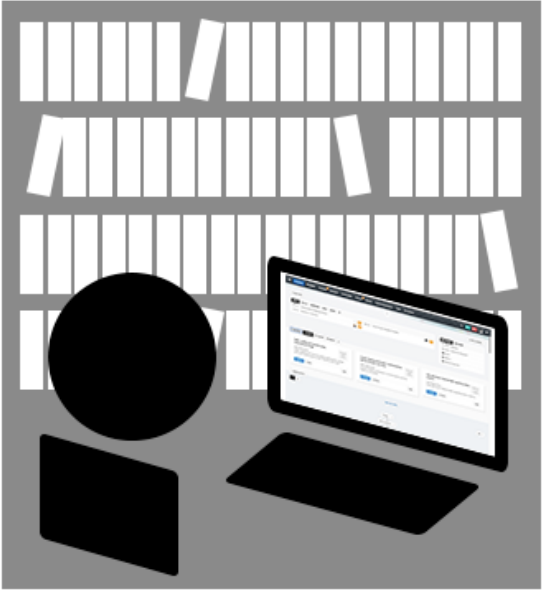
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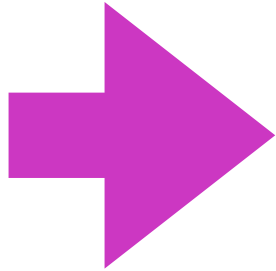
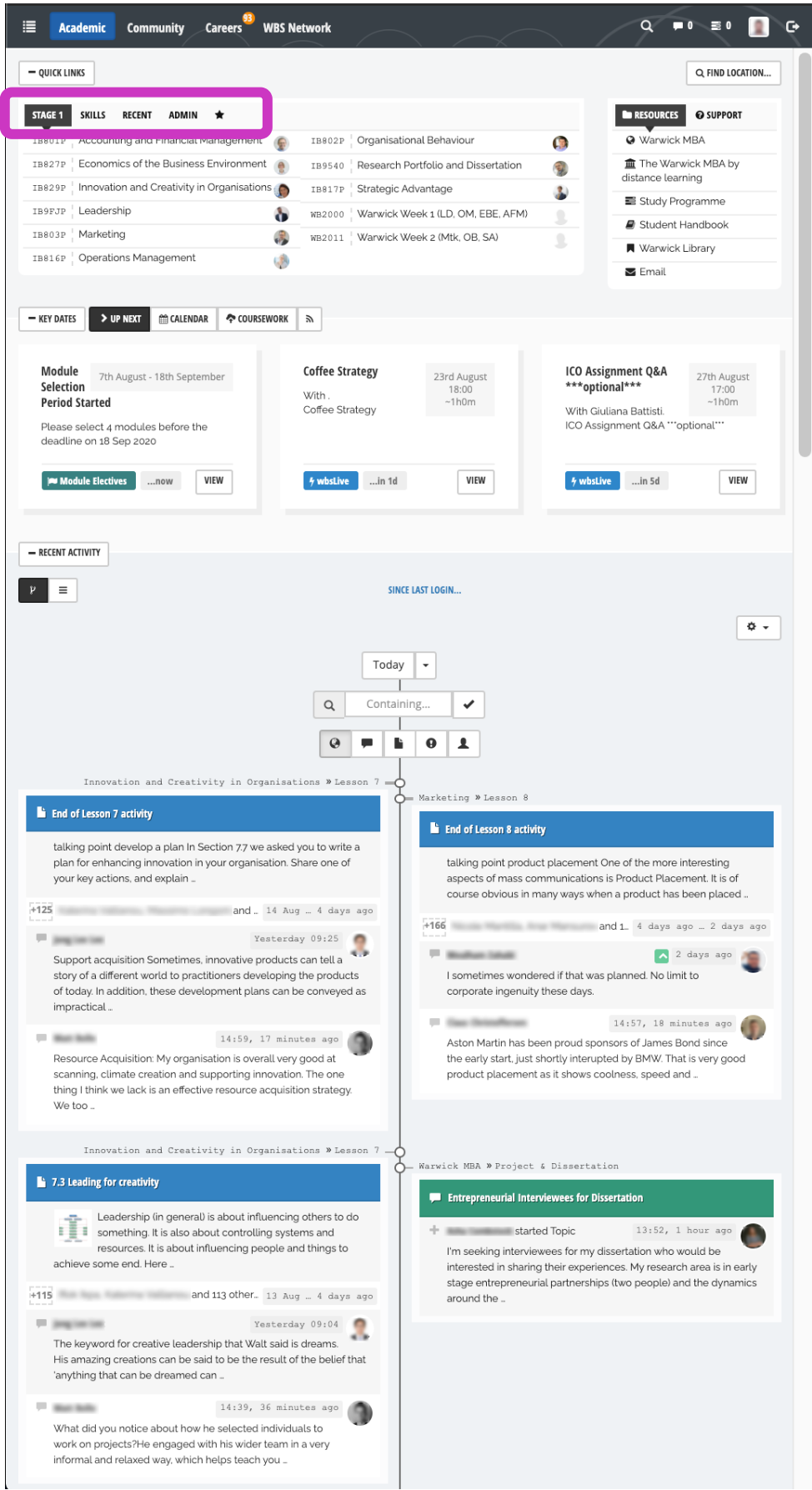
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Quick links



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- Academic record

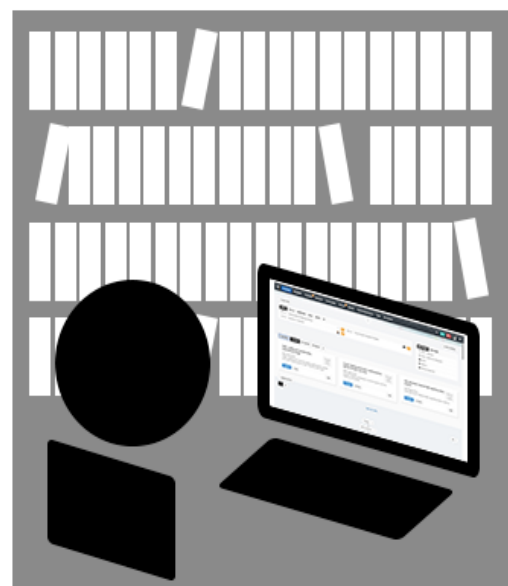
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All of your modules

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Quick links – student A-Z and handbook

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IB1480	Principles of Marketing				

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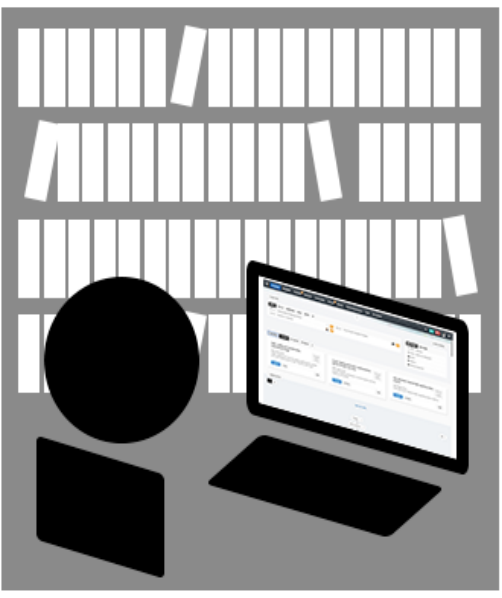
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Quick links – student A-Z and handbook

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▼

This A-Z Index is designed to provide you with a quick and easy way of finding information on my.wbs, and other webpages that will answer your questions. Please use this Index as a reference guide **before** contacting the [Undergraduate Office](#), or your Module Leader.

Can't find the answer to your question?

- Have you checked the [Undergraduate Handbook](#) or [Foundation Year Handbook](#)?
- If you are still struggling to find an answer or need bespoke advice and support, please don't hesitate to contact the [Undergraduate Office](#).

Undergrad Handbook

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Undergraduate Handbook

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(including key contacts and using my.wbs)

2. Values, Your Responsibilities +
and Helpful Links and Resources

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4. Your Course Regulations +

5. Your Learning - Timetabling, +
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1. Welcome and Introduction (including key contacts and using my.wbs)

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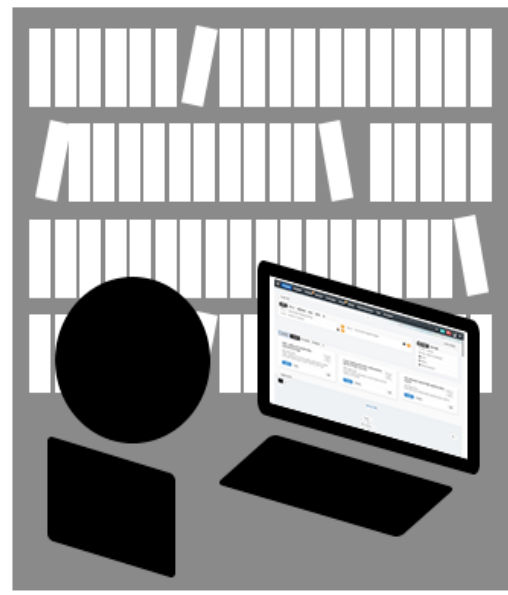
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🏠 1a. Introduction

1b. Welcome from the Associate Dean

1c. Undergraduate Office

1d. How We Contact You...and How You Can Contact Us



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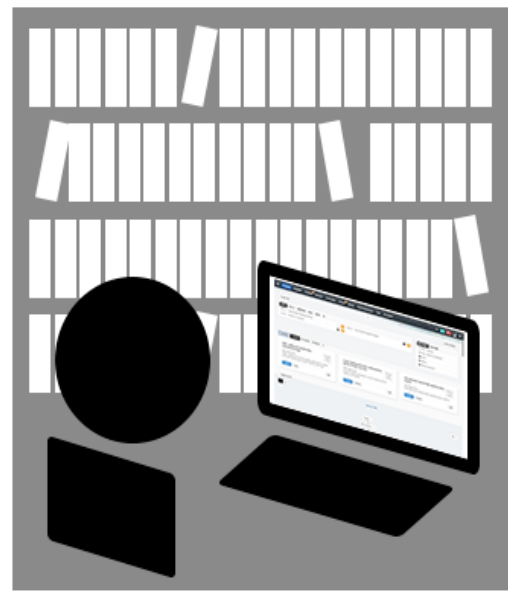
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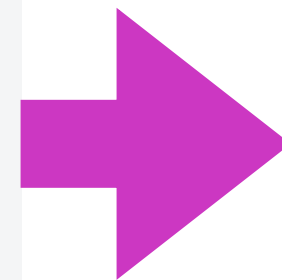
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Welcome to the WBS Undergraduate Programme

Welcome to the WBS Undergraduate Programme

Welcome to the my.wbs homepage for the WBS Undergraduate Programme. This area contains lots of the essential information you need to know to help you through your undergraduate studies at Warwick.

You'll find lots of this information in the WBS [Undergraduate Handbook](#), the [A-Z index](#) which include a number of additional resources to help you through your studies, be it to help you with academic writing or to navigate your way round different parts of my.wbs.

The key support resource for all WBS undergraduate students is the **WBS Undergraduate Office**, which is located in room 0.002b in The Business School. The Undergraduate Office will be able to help you with any question or issue you might have during your undergraduate studies - the team will either know the answer to any question you might have, or will know who the most appropriate part of the university to direct you to

The Office can be contacted by

- **Email:** undergraduate@wbs.ac.uk
- **Phone:** 024 7652 4687 (extension 24687 if calling from an internal phone)
- **Undergraduate reception:** Monday to Friday Term time office hours are 10:00 - 16:00 Monday - Thursday, 10:00 - 15:00 Friday. We're in room 0.002, ground floor of the WBS building, next to the Undergraduate Learning Space. Our Programme Coordinators are Emily P, Gavin, Manny, Millie, Emily W and Junxin, and they look forward to meeting you!

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Search this space:

Resources:

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Placement Year and UPP Hub

Using my.wbs

room booking

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Undergraduate

PROGRAMME

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THE UNIVERSITY OF WARWICK

WELCOME2026!

Next



How can I use my.wbs to keep organised and up to date?

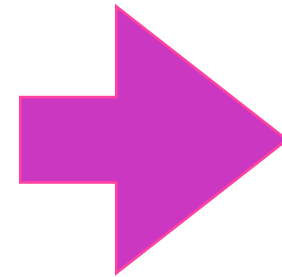
- ✓ Key dates and reminders
- ✓ Timelines
- ✓ Channels



my.wbs

Key dates: Lectures, Seminars, Assessments in WBS

The screenshot shows the my.wbs website interface. The top navigation bar includes links for Academic, Community, Careers, and WBS Network. Below this is a search bar and a 'QUICK LINKS' section. The main content area is divided into several sections, including 'STAGE 1', 'SKILLS', 'RECENT', and 'ADMIN'. A purple box highlights the 'KEY DATES' section, which lists upcoming events such as 'Module Selection Period Started', 'Coffee Strategy', and 'ICO Assignment Q&A'. The bottom section of the page shows a list of activities and a search bar.



The 'KEY DATES' section displays three upcoming events:

- Online Seminar - IB1140 Financial Management**
30th November 09:00 ~1h0m
wbsLive ...in 3d VIEW
- Online Lecture - IB1450 CORE: Foundations, Skills and Debates - A**
30th November 17:00 ~1h0m
wbsLive ...in 3d VIEW
- Online Seminar - IB1240 Introduction to Financial Accounting**
1st December 10:00 ~1h0m
wbsLive ...in 4d VIEW



my.wbs

Key dates: Lectures, Seminars, Assessments in WBS

AcademicCommunityCareersWBS Network

QUICK LINKS

STAGE 1

18801PAccounting and Financial Management

18802PEconomics of the Business Environment

18829PInnovation and Creativity in Organisations

18932PLeadership

18803PMarketing

18816POperations Management

RECENT

18802PEconomics of the Business Environment

18817PStrategic Advantage

182000Warwick Week 1 (LD, OM, EBE, AFM)

182011Warwick Week 2 (Mx, OB, SA)

ADMIN

18802PEconomics of the Business Environment

18817PStrategic Advantage

182000Warwick Week 1 (LD, OM, EBE, AFM)

182011Warwick Week 2 (Mx, OB, SA)

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Warwick MBA

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KEY DATES

UP NEXT

CALENDAR

COURSEWORK

Module Selection Period Started

7th August - 18th September

Please select 4 modules before the deadline on 18 Sep 2020

Module Electives

VIEW

Coffee Strategy

23rd August 18:00 - 19:00

With Coffee Strategy

VIEW

ICO Assignment Q&A

27th August 17:00 - 18:00

With Giuliana Battisti

ICO Assignment Q&A "optional"

VIEW

RECENT ACTIVITY

SINCE LAST LOGIN...

Today

Containing...

Innovation and Creativity in Organisations * Season 7

End of Lesson 7 activity

Support acquisition Sometimes, innovative products can tell a story of a different world to practitioners developing the products of today. In addition, these development plans can be conveyed as impractical...

Yesterday 09:25

Resource Acquisition My organisation is overall very good at scanning, climate creation and supporting innovation. The one thing I think we lack is an effective resource acquisition strategy. We too...

14:59, 17 minutes ago

Innovation and Creativity in Organisations * Season 7

7.3 Leading for creativity

Leadership in general is about influencing others to do something. It is also about controlling systems and resources. It is about influencing people and things to achieve some end. Here...

Yesterday 09:04

The keyword for creative leadership that Walt said is dreams. His amazing creations can be said to be the result of the belief that anything that can be dreamed can...

14:39, 36 minutes ago

Marketing * Season 8

End of Lesson 8 activity

talking point product placement One of the more interesting aspects of mass communications is Product Placement. It is of course obvious in many ways when a product has been placed...

2 days ago

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14:57, 18 minutes ago

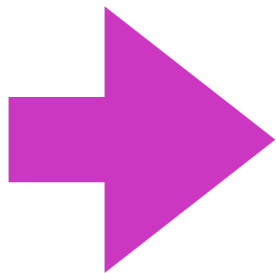
Aston Martin has been proud sponsors of James Bond since the early start, just shortly interrupted by BMW. That is very good product placement as it shows coolness, speed and...

1 hour ago

Warwick MBA * Project & Dissertation

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KEY DATES

UP NEXT

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COURSEWORK

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SHOWING: ALL ACTIVITIES

Coming Up

... to 1st Sep

Group Assignment, Organisational Beha... 5d

Individual Assignment, Organisati... 1 month

March 2024

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Mar

Apr

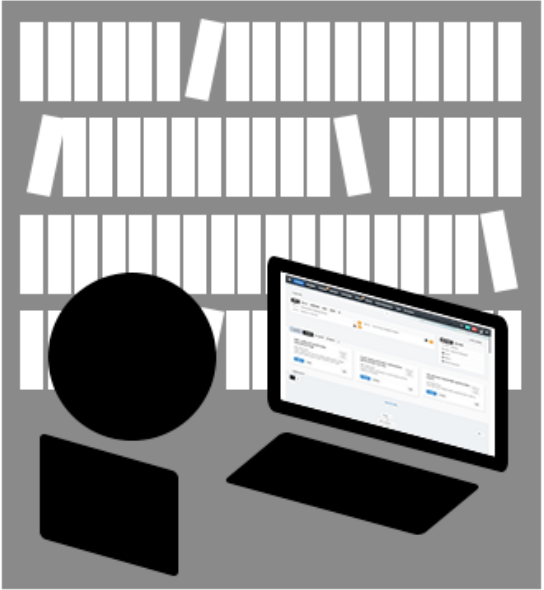
May

Jun

Jul

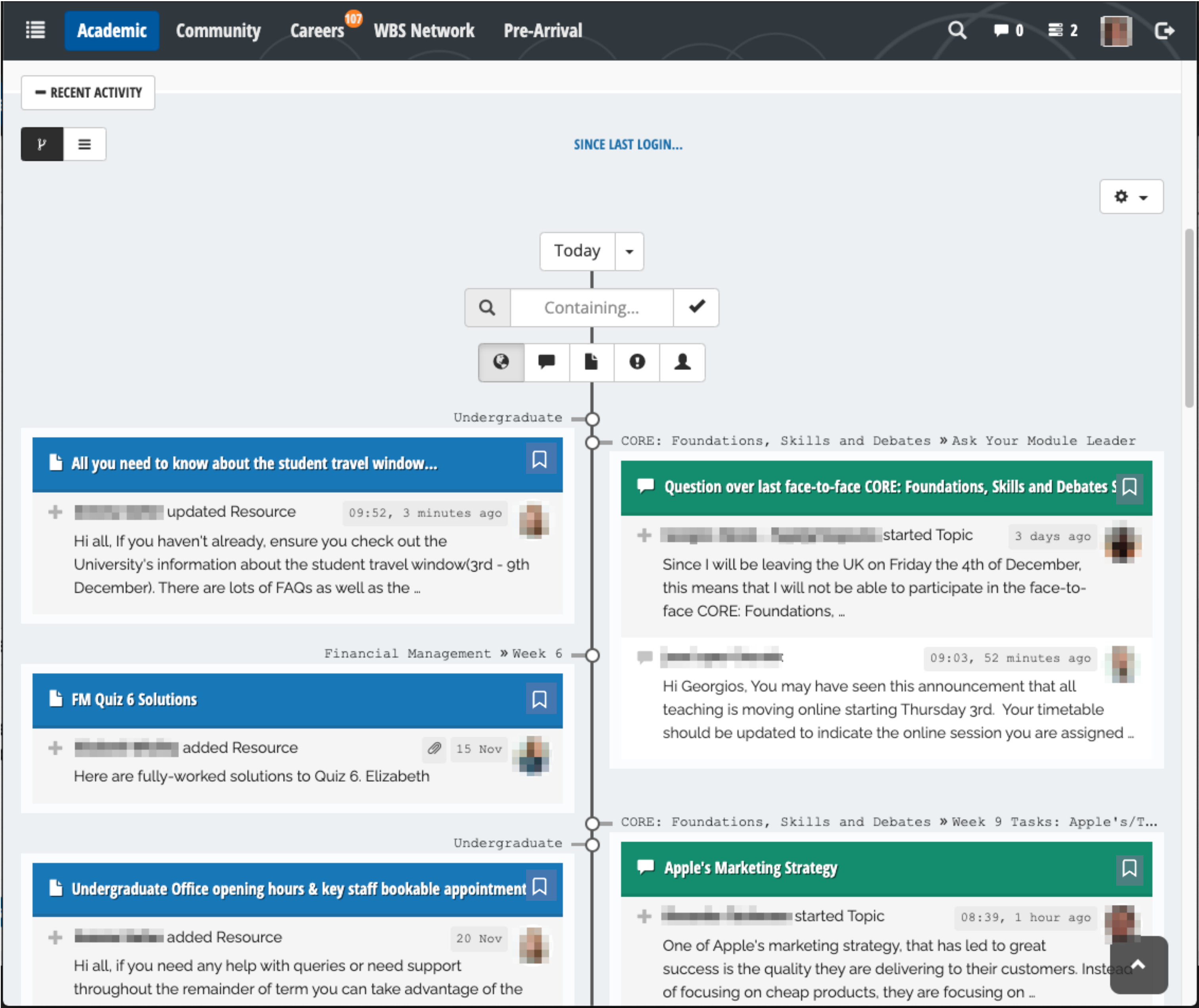
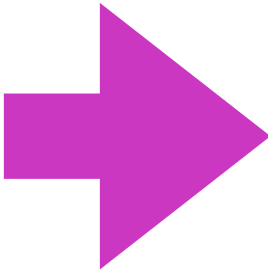
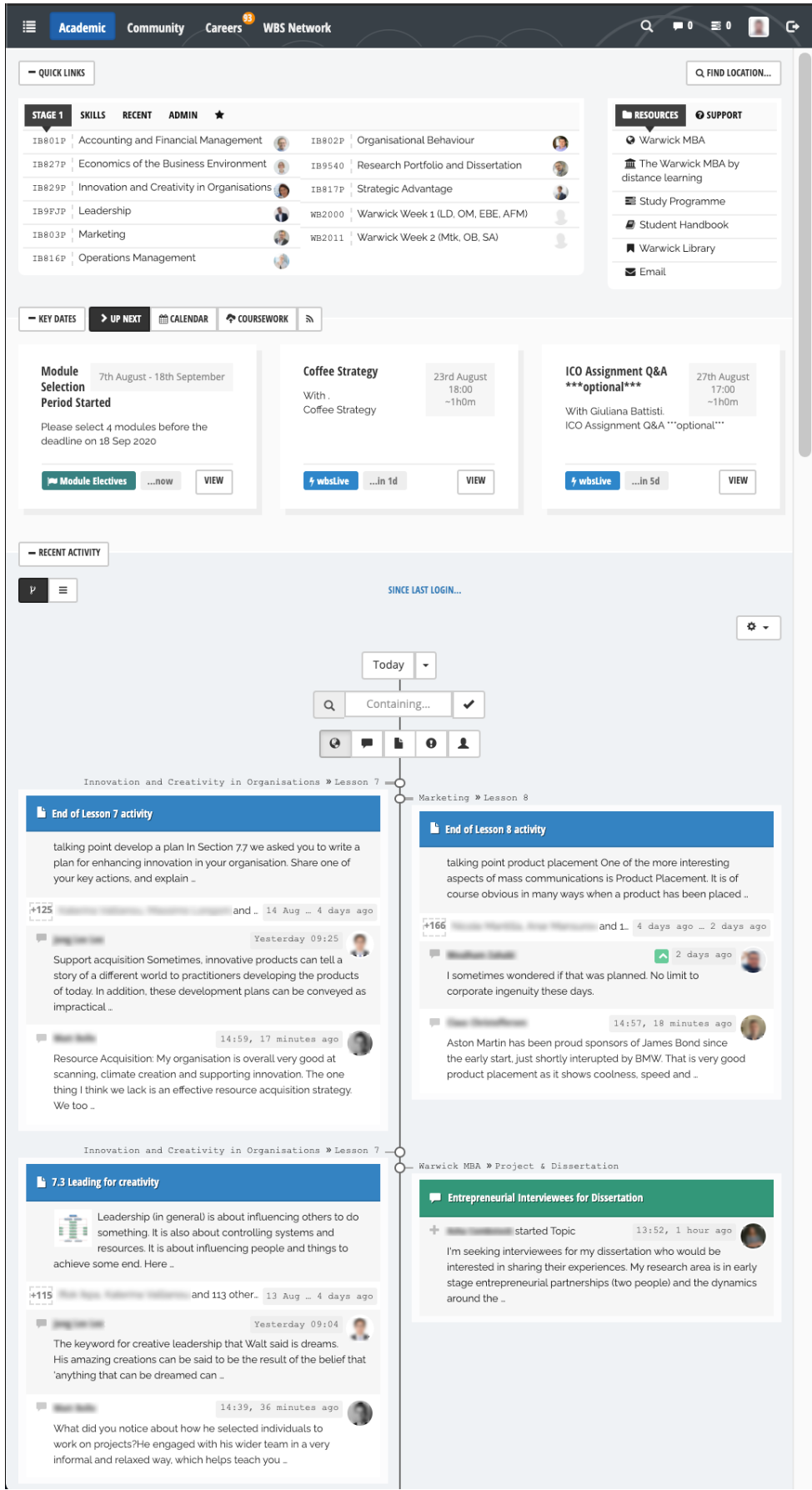
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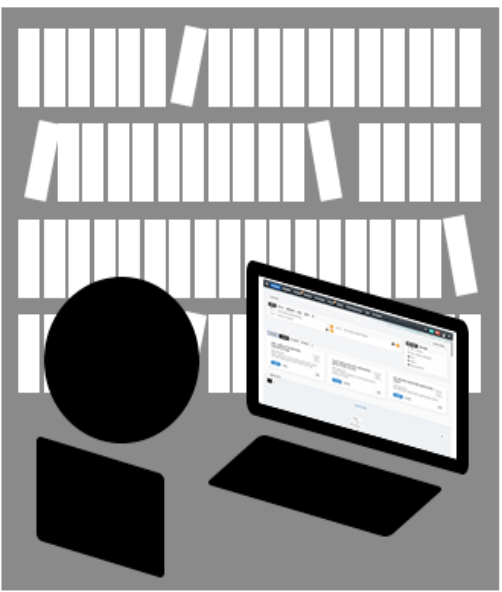
+ ADD AN EVENT



my.wbs

Timeline





my.wbs

Everything

Today

Containing...

Innovation and Creativity in Organisations » Lesson 7

End of Lesson 7 activity

bookmark

talking point develop a plan In Section 7.7 we asked you to write a plan for enhancing innovation in your organisation. Share one of your key actions, and explain ...

+125

and .. 14 Aug ... 4 days ago

Support acquisition Sometimes, innovative products can tell a story of a different world to practitioners developing the products of today. In addition, these development plans can be conveyed as impractical ...

Yesterday 09:25

14:59, 17 minutes ago

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Innovation and Creativity in Organisations » Lesson 7

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bookmark

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+115

and 113 other... 13 Aug ... 4 days ago

The keyword for creative leadership that Walt said is dreams. His amazing creations can be said to be the result of the belief that 'anything that can be dreamed can ...

Yesterday 09:04

14:39, 36 minutes ago

What did you notice about how he selected individuals to work on projects?He engaged with his wider team in a very informal and relaxed way, which helps teach you ...

Marketing » Lesson 8

End of Lesson 8 activity

bookmark

talking point product placement One of the more interesting aspects of mass communications is Product Placement. It is of course obvious in many ways when a product has been placed ...

+166

and 1... 4 days ago ... 2 days ago

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2 days ago

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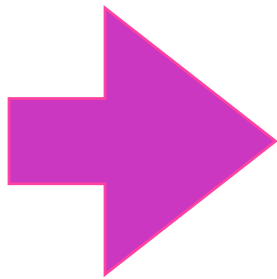
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Entrepreneurial Interviewees for Dissertation

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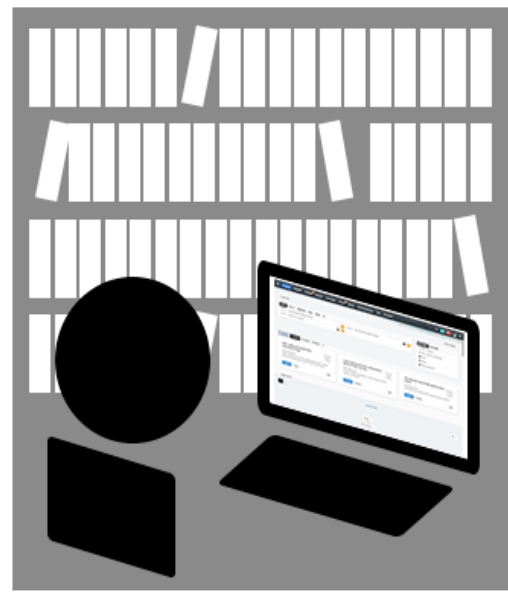
+ started Topic 13:52, 1 hour ago

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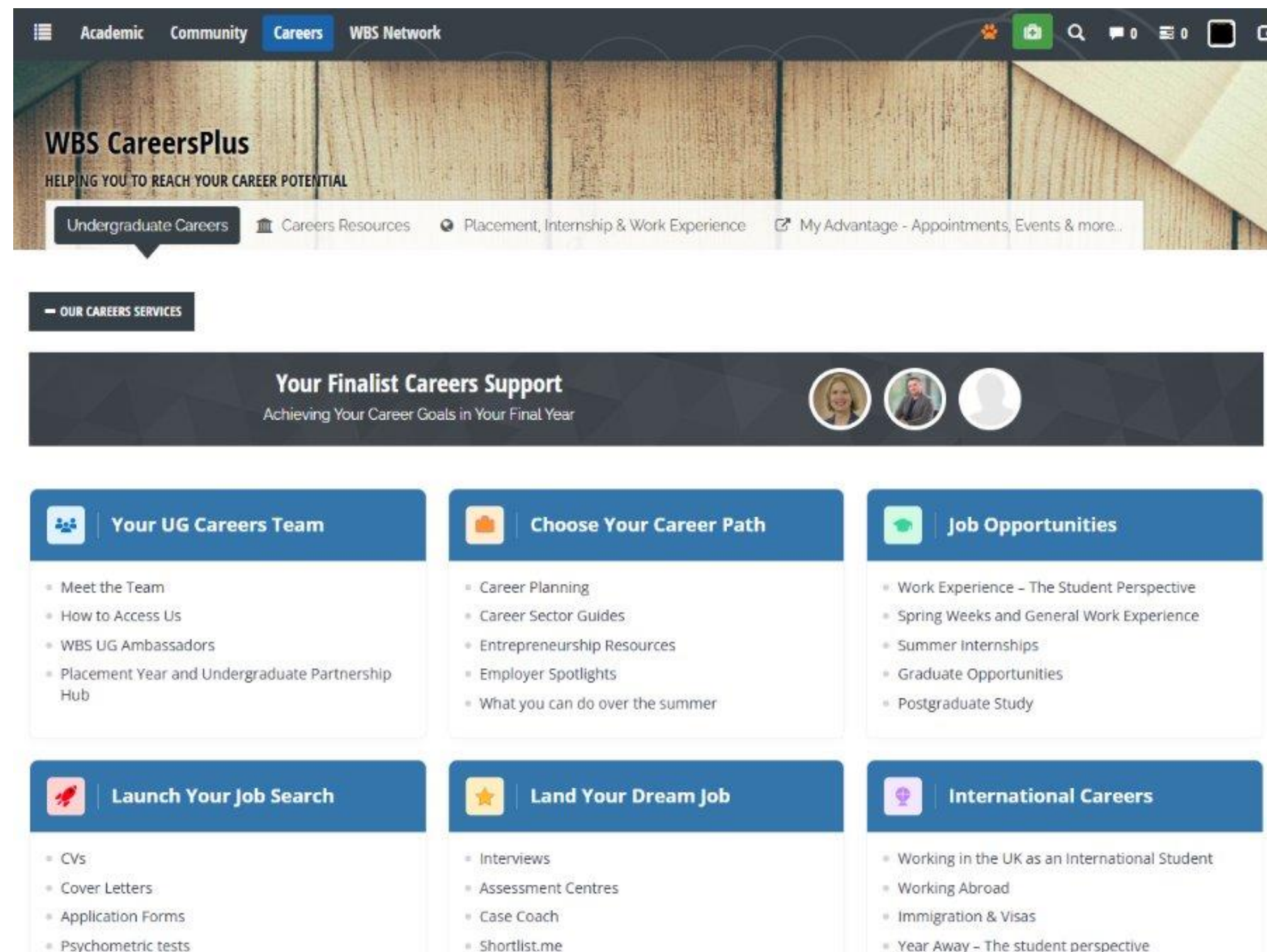
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Channels: Careers

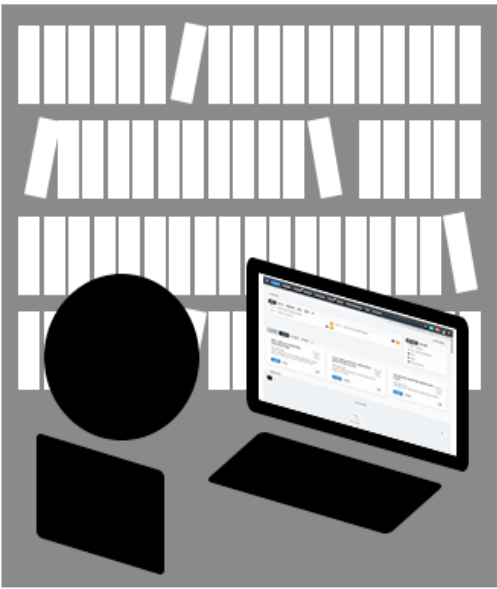


All careers content should now be accessed via the [Empower](#) platform – you'll hear more about this in your course welcome.



Where can I access my academic content?

- ✓ Module overview
- ✓ Study materials
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- ✓ Resources
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my.wbs Modules

Business Statistics

IB1210 2019-2020 #1

Resources Forums Assessment

WELCOME

UGRAD

Business Statistics

IB1210

INTRODUCTION

Welcome to Business Statistics. During this module you will learn to think critically about the quantitative information you read and to better understand how to make decisions based on evidence. You will learn how to use a range of statistical tools to extract meaning from data and will be encouraged to try them out using Excel. Work hard and enjoy the module!

01:14

RESOURCES IN THIS AREA...

STUDY MATERIALS

Computing

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15 JAN

Class test 2 - Friday 10th January

08 JAN

Rescheduled online test

06 JAN

IB121 Online Class Test - 9am Friday 10th January 2020

03 JAN

DECEMBER 2019

Reminder: IB121 Online Class Test Update - Scheduled for 9am Friday 10th January 2020

19 DEC

Module feedback - final push please!

12 DEC

IB121 Online Class Test Update - Rescheduled for 9am Friday 10th January

04 DEC

MODULE INFORMATION

Overview Aims & Objectives Structure Reading List Feedback Module Development Contact

Welcome to Business Statistics

If you read the news you don't have to look too hard to find statements, often headlines, which rely on statistical information. You also don't have to delve too deeply to discover that such statements are sometimes misleading; statistics have been accidentally misinterpreted (at best) or intentionally misquoted as part of an agenda to influence opinion. Choose any political topic (Brexit, anyone?) and you won't have to look hard to find propaganda which quotes statistical information.

On the whole, people are not trained to wade through sensationalist headlines to understand underlying facts. Decisions are therefore not always made in a critical and evidence-based way but are often based on personal beliefs and emotions, a fact that politicians and the media sometimes like to exploit. A key aim of this module is to give you a thorough-enough grounding in statistical methods to enable you to spot the abuse and misuse of statistics and to think critically about the statistical information you read. Even if you don't intend to pursue a quantitative career, in the world of business you will have to make decisions, sometimes based on quantitative information, and it's always better to do that in an informed way.

You will learn how to apply statistical techniques and, most importantly, how to interpret and report the results meaningfully. Topics include presenting data, descriptive statistics, probability theory, basic probability distributions, sampling, confidence intervals, hypothesis tests, correlation and an introduction to regression analysis. You will be encouraged to use Excel where appropriate and to think in a 'real-world' way about statistics. I hope you enjoy the course!

Dr Charlotte Price

Statistician

STAFF

Benjamin Atkins

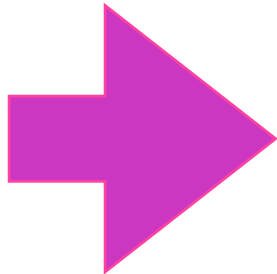
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Mark Johnson



CORE: Foundations, Skills and Debates

IB1450 2026-2027 #1

Resources Forums Assessment wbsLive

Welcome

UGRAD

CORE: Foundations, Skills and Debates

IB1450

INTRODUCTION

Read aloud 1x Default Highlight

*** This is a Core Required module for 1st year students across all degrees at WBS, as well as Economics and Management. All students registered in this module must pass this module in order to progress to the 2nd year of their studies. ***

Welcome to IB145 CORE Foundations, Skills and Debates!

Your aim in this module is to develop essential **inquiry, critical thinking** and **teamwork** skills that you will need to succeed in your studies and future career.

The rapid emergence of Generative Artificial Intelligence (GenAI) has raised concerns about the ability of higher education institutions to prepare graduates for the world of work.

Whereas GenAI has great potential to enhance the quality and productivity of knowledge work, including academic work, it also seems to dampen individuals' ability to engage critically with its outputs and lead to blind overreliance on the technology.

In this module, you will learn to integrate GenAI technologies into your study and assessment practice in ways that support, not replace, your learning.

We hope that you enjoy the module, and look forward to meeting you, as you start your journey at WBS.

Add to favourites

Module Leader:

Juan Lopez-Cotarelo

Search this space:

Find...

Resources:

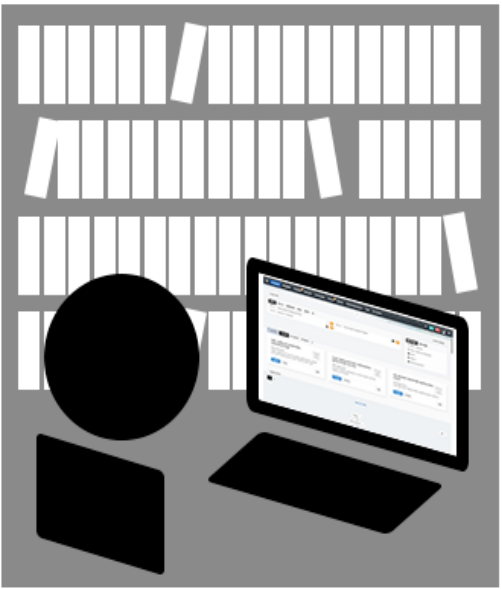
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Business Statistics

IB1210

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Module Introduction

01:14

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STAFF

Kuljivaro Bashe

STAFF

Bhavini Chahal

STAFF

Richard Fox

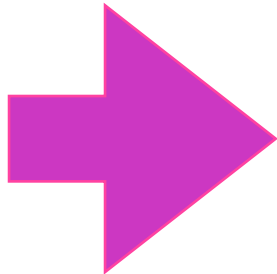
STAFF

Katy Hold

STAFF

Mark Johnson

STAFF



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Computing

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Term 1, Week 2

Term 1, Week 3

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Term 1, Week 5

Term 1, Week 6

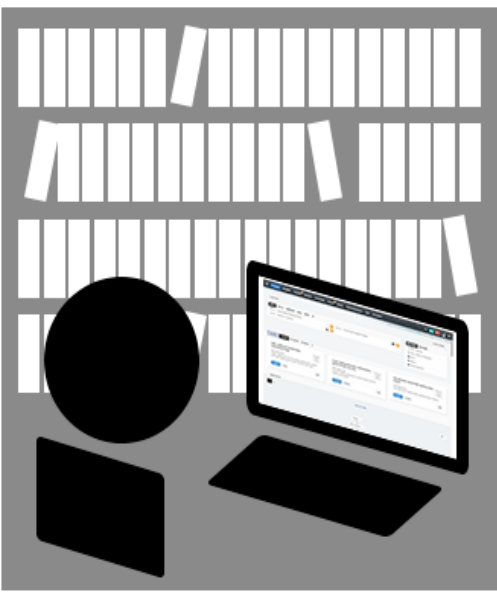
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Business Statistics

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06 JAN

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Statistician

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Benjamin Atkins

STAFF

Kuljivaro Bashe

STAFF

Bhavini Chahal

STAFF

Richard Fox

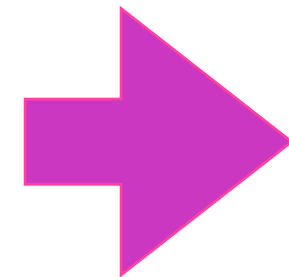
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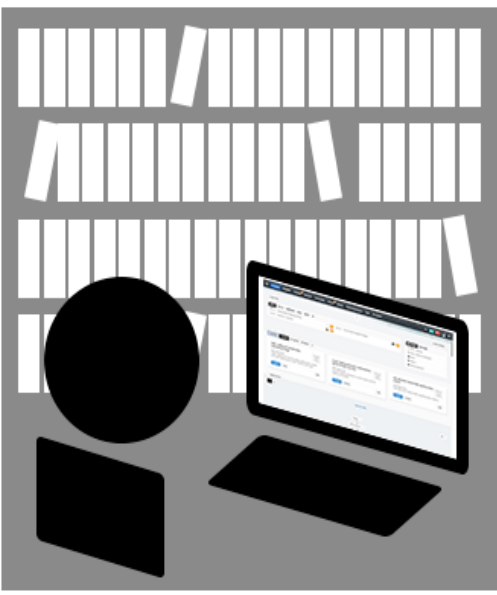
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Business Statistics

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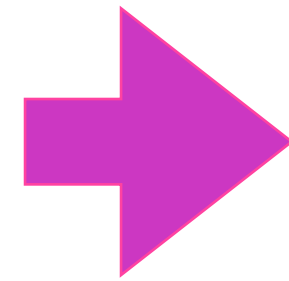
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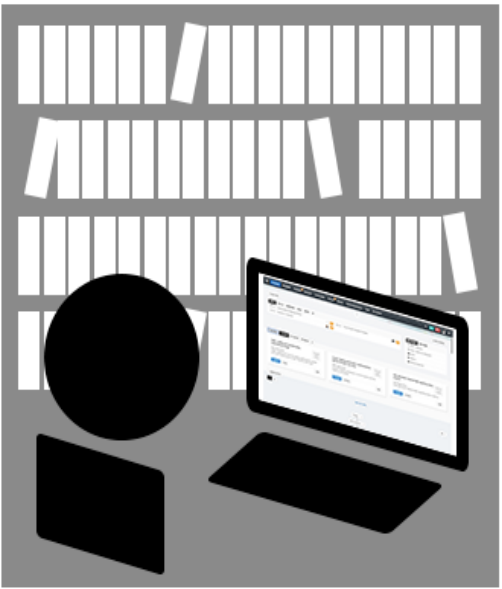
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01:14

ADD TO FAVOURITES

Module Leader:

CHARLOTTE PRICE

Search this space:

Find...

Resources:

STUDY MATERIALS

Undergraduate PROGRAMME

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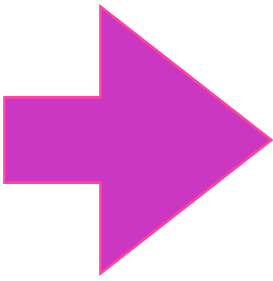
Kuljivaro Bashe

Bhavini Chahal

Richard Fox

Katy Hold

Mark Johnson



Study Materials

COMPUTING

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TERM 1, WEEK 8

TERM 1, WEEK 9

TERM 1, WEEK 10

ASSESSMENT

Computing

Statistical software

Term 1, Week 1

Week 1: Introduction

Week 1: Module Overview

Week 1: Lecture 1 - Introducing Statistics

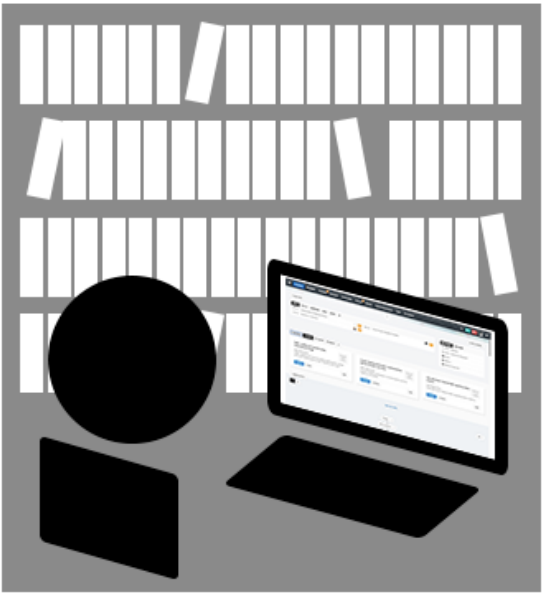
Term 1, Week 2

Week 2: Introduction

Week 2: Lecture 2.1 - Visualising Data 1

Week 2: Lecture 2.2 - Visualising Data 2

Week 2: Additional Resources



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Progress tracking

Direct: Steering Operations and Processes

IBgaCo 2022-2023 #1

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Lessons

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BOOKS

ACTIVITY

INTRODUCTION TO THE PGA IN SOM

LESSON 1: DEFINING SERVICE OPERATIONS MANAGEMENT

LESSON 2: CLASSIFYING SERVICES

LESSON 3: DEFINING THE SERVICE CONCEPT

LESSON 4: SERVICE EXCELLENCE

Introduction to the PGA in SOM

Introduction

Course outline

Course reading

How to study this module

95% VIEWED

4 COMMENTS (42 TOTAL)

81% MARKED COMPLETE

Lesson 1: Defining service operations management

Reading

1.1 Defining services

1.2 Some well established definitions of service

1.3 What is service operations management?

1.4 The service process and co-creation

1.5 Steering the service: operational priorities

1.6 Photo wall

1.7 Comparative analysis of performance objectives

End of lesson activity

References and further reading

Lesson 2: Classifying services

Reading

2.1 Why should we classify services?

2.2 The managerial challenges of different types of service

2.3 A unifying framework for service classification

2.4 Further classification of services

End of lesson activity

References and further reading

Lesson 3: Defining the service concept

Reading

3.1 What is the service concept?

3.2 Examples of service concepts

3.3 Explanations of the examples

3.4 Service concept analysis

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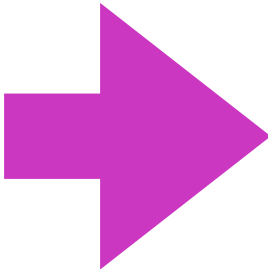
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23%

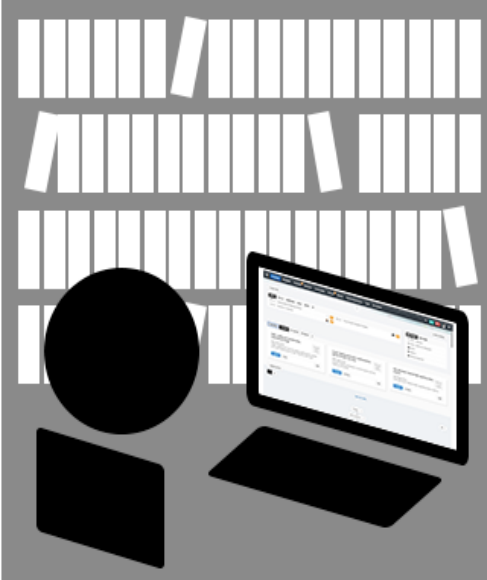
VIEWED

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COMMENTS (3276 TOTAL)

9%

MARKED COMPLETE



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Module Introduction

01:14

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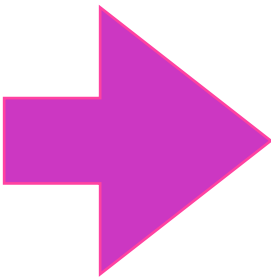
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Katy Hoold

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COMPUTING

TERM 1, WEEK 1

TERM 1, WEEK 2

TERM 1, WEEK 3

TERM 1, WEEK 4

Week 4: Introduction

Week 4: Lecture 5.1 - distributions 1

Week 4: Lecture 5.2 - distributions 2

Week 4: Lecture 5.3 - distributions 3

Week 4: Lecture 6.1 - discrete distributions 1

Week 4: Lecture 6.2 - discrete distributions 2

Week 4: Additional Resources

Week 4: Self-assessment exercises to accompany Tutorial 2

Week 4: Tutorial 2 Resources

Box plots - where are the whiskers?

TERM 1, WEEK 5

TERM 1, WEEK 6

TERM 1, WEEK 7

TERM 1, WEEK 8

TERM 1, WEEK 9

TERM 1, WEEK 10

ASSESSMENT

Week 4: Lecture 6.2 - discrete distributions 2

Please watch the following video.

wbs

Poisson distribution

15:44

A PDF of the slides used in this video is attached below.

L6_Discrete Distributions_part 2.pdf (331.9 kB)

Standard ND table.pdf (167.7 kB)

COMMENTS DISABLED

5

Q1. Which of the following is NOT a property of the binomial distribution?

The experiment consists of n identical trials.

The trials are independent. In other words, the outcome of one trial does not influence the outcome of another trial.

The two outcomes, success and failure, are equally likely to occur.

The probability of success is equal to 'p' for a single trial and remains p from trial to trial.

The correct answer is c.

Remember that the Binomial distribution depends on two parameters, n and p, where n is the number of trials and p is the probability of success. The probability of success lies between 0 and 1 and does not have to be the same as the probability of failure. For instance if p = 0.2 then the probability of failure is 0.8.

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PREV

Q1

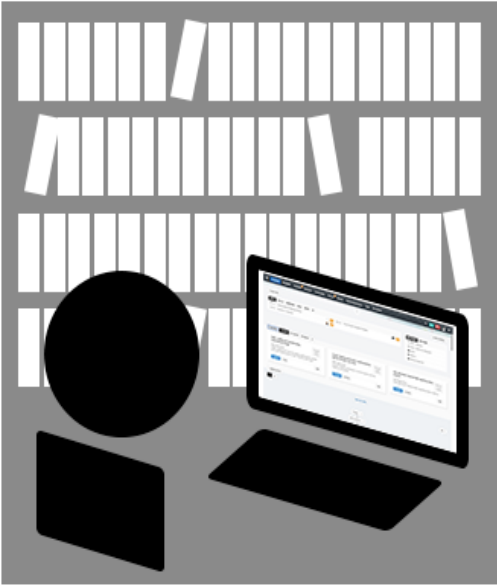
Q2

Q3

Q4

Q5

NEXT



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Module forums

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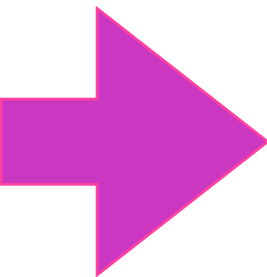
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Business Statistics IB1210 2019-2020 #1

Resources Forums Assessment

Module Home / Forums

Module content queries TOPICS >

Use this forum to ask questions about the module content such as seeking clarification on things you don't understand. Don't be afraid to try to answer each other's questions!

08 May: replied to topic 'Inequality sign confusion' 20

Assessment queries TOPICS >

Use this forum to ask questions about the class tests and exam.

15 Jan: replied to topic 'Class Test 2' 7

Admin queries TOPICS >

Use this forum to ask questions about the organisation of the module.

07 Oct: Charlotte Price replied to topic 'Seminar swap for Tuesday 5PM' 1

Search forums:

Find...

Recent activity:

MAY

In: Module content queries

Inequality sign confusion

MARCH

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regression assumptions

JANUARY

In: Assessment queries

Class Test 2

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Calculation of predicted value

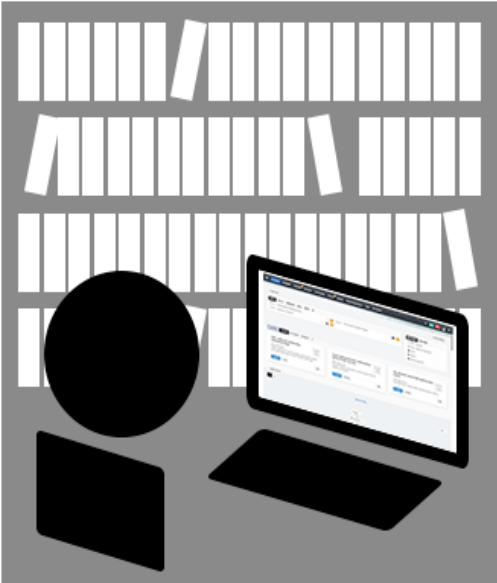
Query regarding z value

Charlotte Price replied

DECEMBER 2019

In: Module content queries

Distribution tables



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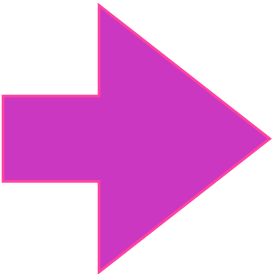
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ASSESSMENTS

Individual Assignment (10 CATS)

Contributes 50%

Monday 28th September at 21:00

Question

Assessment Criteria

Marking Criteria

Instructions & Guidance

Your Submission

Feedback

Not yet submitted, deadline 28 Sep 2020, 21:00

SUBMIT NOW

Individual Assignment

Contributes 50%

Monday 22nd June at 21:00

Question

Assessment Criteria

Instructions & Guidance

Your Submission

Feedback

Marks Spread

Marked & Returned - Monday 20th July at 21:30

Provisional Mark: 71%

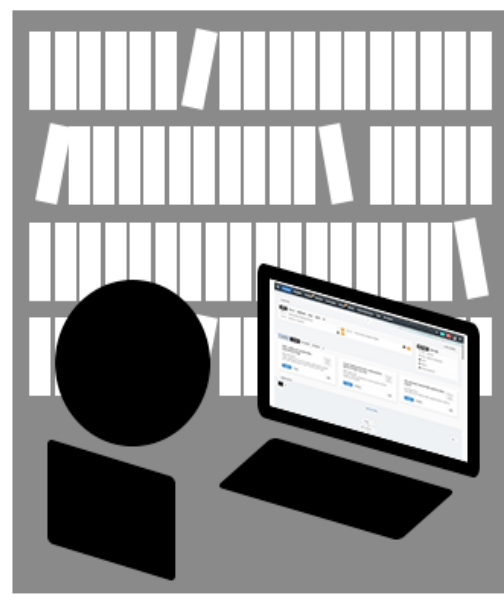
OVERALL RESULTS

These marks may change as more assessments are completed. All marks are subject to the relevant exam board.

35.5%

OUT OF A POSSIBLE 50%

You can view a complete overview of your marks in the [Academic Record](#) area of your profile.



Thanks for listening!

Key take home points:

- my.wbs is where you can find nearly everything you need!
- my.wbs is the main way in which we will communicate with you!
- Log in multiple times a day!

Want further my.wbs training?

- Come along to one of our online follow-up sessions in week 1-3.
- Look in the calendar for further sessions on my.wbs



Didn't get your ID card scanned for attendance before 'Welcome to WBS?' Please see the team in the foyer now.