

General Information	
Academic subject	Inference and Sampling Techniques
Degree course	Bachelor
Curriculum	Marketing and Business Communication
ECTS credits	8
Compulsory attendance	No
Language	Italian

Subject teacher	Name Surname	Mail Address
	<b>Samuela L'Abbate</b>	<a href="mailto:samuella.labbate@uniba.it">samuela.labbate@uniba.it</a>

ECTS credits details		SSD
Basic teaching activities	8	SECS-S/01

Class schedule	
Period	I semester
Year	II
Type of class	Lecture- exercises - workshops

Time management	
Hours	56
Hours of lectures	56
Tutorials and lab	

Academic calendar	
Class begins	29.09.2021
Class ends	20.01.2022

Syllabus	
Prerequisites/requirements	The student must have acquired the knowledge of Descriptive Statistics (Statistics I)
Expected learning outcomes	<ul style="list-style-type: none"> <li> <b>Knowledge and understanding</b>            The student of Inference and Sampling Techniques must have acquired the knowledge of descriptive statistics, planned in 1st year of Bachelor's degree aimed at ensuring the acquisition of statistical concepts fundamental, in order to continue profitably in the study of inferential statistics for Marketing. In particular the basic training will be integrated tutorials on probability, sampling and estimation problems, possibly with the help of Excel.         </li> <li> <b>Applying knowledge and understanding</b>            The skills acquired, both from a theoretical and practical (including through participation in significant activities of problem solving), tend to form a student who will be able, on the one hand to make a fundamental contribution to the design statistical surveys, and to apply their knowledge to the analysis of statistical data. The analyses carried out will be oriented towards building probabilistic samples and estimation of parameters in solving problems of market analysis.         </li> <li> <b>Making informed judgements and choices</b>            Subject Inference and Sampling Techniques provides adequate knowledge of techniques and methodologies and practical and operational skills that ensure autonomy of judgement in carrying out analysis on the measurement and management of phenomena, data collection, data processing and interpretation of data relating to business issues and market analysis. The student develops his         </li> </ul>

	<p>own autonomy of judgment by participating in the discussions and interventions requested by the lecturer during the frontal lectures as well as through individual and group meetings and discussions with the faculty members of the degree program. In addition, participation in laboratory activities and the construction of individual and group work will allow to evaluate, autonomy of judgment, critical spirit, and aptitude to work in groups.</p> <ul style="list-style-type: none"> <li>• <b>Communicating knowledge and understanding</b> At the end of the course, the student must have the appropriate skills and tools necessary for the correct transmission of statistical information to both specialist and non - specialist subjects, both in written and oral form, including through the use of the main applications reporting software. The ability to synthesise and interpret the results of statistical analysis will also be developed during training activities involving written reports and oral presentation of group and/or individual work outcomes on topics consistent with the training course.</li> <li>• <b>Capacities to continue learning</b> The didactic pathway provides gradual progression in training starting from the basic disciplines already acquired in the 1st cycle (descriptive statistic) and then continuing during the course by applying statistical inference techniques using computational tools in individual and/or group activities. At the end of the training course, the student must have developed the learning skills necessary to undertake further studies in subsequent training processes and to fit into different working contexts with a good level of autonomy and skills that enable him to have the skills of adapt and update continuously.</li> </ul>
Contents	<p>Introduction to statistical inference Random variables and their distributions Logic and techniques of inference Population, sample, parameters and estimators Sample surveys:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> The main sampling plans</li> <li><input type="checkbox"/> Estimate of the total: major estimators</li> <li><input type="checkbox"/> Estimate of the total in Simple Sampling</li> <li><input type="checkbox"/> Estimate of the total in Systematic Sampling</li> <li><input type="checkbox"/> Estimates of the total in Stratified Sampling</li> <li><input type="checkbox"/> Estimate of the total in Cluster Sampling</li> <li><input type="checkbox"/> Sample Size and Unit Allocation</li> <li><input type="checkbox"/> Inference Problems on Mean</li> <li><input type="checkbox"/> Inference Problems on Percentages</li> </ul> <p>Comparison of Samples.</p>

<b>Course program</b>	
Bibliography	G. GIRONE. Statistica, Bari, Cacucci. S. MONTRONE - M. CRISTALLO, Tecniche di Campionamento (Lezioni), Ed. Arte Print, Matera, 2007.
Notes	
Teaching methods	Frontal Lectures and Applications
Assessment methods (indicate at least the type written, oral, other)	Written exam based on questions and oral interview with simultaneous correction of the written test.
Evaluation criteria (Explain for each expected learning outcome what a	- Knowledge of program content and ability to report lessons learned;

<p>student has to know, or is able to do, and how many levels of achievement there are.</p>	<ul style="list-style-type: none"> <li>- Connection capacity between the contents of the program;</li> <li>- Ability to re - elaborate the acquired knowledge personally and critically;</li> <li>- Expressive use of, in particular, specialized terminology.</li> </ul> <p>The assessment will be defined on the basis of a global quality level of exposure. In particular:</p> <p><b>Level - Voto</b></p> <p>Null n.c. -</p> <p>Gravely inadequate 7 - 11</p> <p>Inadequate 12 - 17</p> <p>Sufficient 18 - 21</p> <p>Good 22 - 24</p> <p>Very Good 25 - 27</p> <p>Excellent 28 - 30</p>
<p>Further information</p>	