

General Information	
Academic subject	Statistics I
Degree course	Marketing & Business Communication
Curriculum	
ECTS credits	10
Compulsory attendance	No
Language	Italiano

Subject teacher	Name Surname	Mail address	SSD
	Domenico Leogrande	domenico.leogrande@uniba.it	SECS-S/01

ECTS credits details			
Basic teaching activities	10		

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

Time management	
Hours	70
Hours of lectures	50
Tutorials and lab	20

Academic calendar	
Class begins	18.02.2020
Class ends	07.06.2020

Syllabus	
Prerequisites/requirements	Basic Knowledge of Math
Expected learning outcomes (according to Dublin Descriptors) (it is recommended that they are congruent with the learning outcomes contained in A4a, A4b, A4c tables of the SUA-CdS)	<div> <div></div> <div></div> <div> <p>The course aims to:</p> <ul style="list-style-type: none"> - provide basic knowledge of statistical methodology for descriptive analysis of social, economic, business and financial phenomena, - provide skills useful for the development of critical formation needed to apply descriptive statistical methodology to practical cases, above all in a business context, - supply competence in relation to the acquisition, processing, presentation and interpretation of data (in univariate and bivariate analysis), to allow for effective use of qualitative and quantitative information in a business context </div> </div>
Contents	Cap 1 Introduction to Statistics Cap 2 Data collection and classification Cap 3 Statistical tables Cap 4 Graphic representation Cap 5 Statistical ratios Cap 6 Averages Cap 7 Variability: measurement of dispersion and inequality

	<p>Cap 8 Asymmetry: normal curve and skewness</p> <p>Cap 9 Analytical representation of distributions</p> <p>Cap 11 General concepts of the internal relations between the components of a double statistical variable</p> <p>Cap 12 Analysis of Dependence</p> <p>Cap 13 Analysis of Interdependence</p> <p>Cap 14 Analysis of statistical mutable</p> <p>•</p>
Course program	
Bibliography	<p>G. Cicchitelli; P. D'Urso; M. Minozzo "Statistica: principi e metodi"</p> <p>Terza edizione: Pearson.</p> <p>Appunti a cura del docente</p>
Notes	
Teaching methods	Lectures, exercises.
Assessment methods (indicate at least the type written, oral, other)	Written exam based on 15 questions with multiple choice and oral interview with the simultaneous correction of the written test
Evaluation criteria (Explain for each expected learning outcome what a student has to know, or is able to do, and how many levels of achievement there are.	<p>The candidate will be able to:</p> <ul style="list-style-type: none"> - show awareness of statistical methodology for univariate and bivariate descriptive analysis of collective phenomena, - apply knowledge acquired to practical cases, showing effective orientation in the choice of instruments of measurement and indexing, and demonstrating independent judgement in the interpretation of results, - above all gain familiarity with data acquisition ,processing,, presentation and interpretation (by means of averages, variability indexes, form of distribution and analysis of the relationship between characters), with a view to transforming the information collected into an awareness which will prove useful in the decision making process in a business contex
Further information	