Professor name	Domenico Leogrande
Master in	Business and Professional Consulting
Academic year	2013-2014
I or II semester	I
Credit rating	8
Academic Discipline	SECS-S/01 (Statistics)

Course unit title: Statistical Methods for Business Decision-Making (academic year 2013/2014)

(Prof. Leogrande Domenico)

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University of Bari Aldo Moro

Master in Business and Professional Consulting

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Pre-requisites

An in-depth knowledge of basic univariate and multivariate statistics is required together with the knowledge of elements of probability and inferential statistics.

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Objectives

The aim is to investigate the procedure necessary to perform analysis in a business environment. In particular, it will be explained how it is possible to acquire information useful to analyze the phenomena regarding the business management, through the use of statistical methods. Concrete examples of the application of this method will be provided, as well as real problems managers often face in the business environment.

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Course outline

The following topics will be covered:
- Probability and statistical inference;
- Use of statistics for business management;
- Availability and production of statistical information;
- Data Interpretation and analysis of corporate phenomena;
- Statistical quality control;
- Technical performance of the productive process;
- Measuring the relationships between quantitative variables orienting business decisions;
- Methods for time series analyses;
- Business performance assessment.

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Compulsory reading – study materials

G.Girone, *Statistica*, Cacucci editore, Bari 2009

L. Biggeri, M.Bini, A.Coli, L.Grassini, M.Maltagliati, *Statistica per le decisioni aziendali*, Pearson, Milano 2012

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Suggested reading - study materials

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Teaching methods

- Direct contact
  Lectures: Yes
  Tutorials: Yes
- Personal work
  Case studies – in group: Yes

Assessment

- Assignment: No
- Written exam without oral presentation: yes
- Oral presentation: Yes

This course is in e-learning Web Site area: No