Professor name	Domenico Leogrande
Bachelor in	Marketing & Business Communication
Academic year	2014/15
I or II semester	II semester
Number of ECTS credits	10 CFU
Scientific Sector Code	SECS-S/01

Statistics I (a.a. 2014/15)

(Prof. Domenico Leogrande)

University of Bari Aldo Moro

Bachelor in Marketing & Business Communication

Pre-requisites

Knowledge of basic math

Objectives

The Statistics I course aims to provide the essential concepts and tools for the descriptive analysis of collective phenomena.

Programme
Introduction to Statistics
Data collection and classification
Various types of statistical tables
Graphic representation
Statistical ratios
Averages
Variability: measurement of dispersion and disparity
Asymmetry: normal curve and skewness
Analytical representation of distributions
General concepts of the internal relations between the components of a double statistical variable
Analysis of Dependence
Analysis of Interdependence
Analysis of statistical mutables

Bibliography
G.GIRONE, "Statistica", Bari, Cacucci, 2009
P.PERCHINUNNO- V.C.DE NICOLO', "Esercizio di Statistica", CLEUP, 2010

Modalità di accertamento conoscenze
- Esoneri: No
- Prova Scritta: Si
- Colloquio Orale: Si

Forme di assistenza allo studio
- Corso presente nella zona in e-learning del Sito Web di Facoltà: No

Organizzazione della didattica
- Cicli interni di lezione: No
- Corsi integrativi: No
- Esercitazioni: Si
- Seminari: Si
- Attività di laboratorio: No
- Project work: No
- Visite di studio: No