Professor name	Silvestro MONTRONE
Bachelor	Marketing and Business Communication
Academic year	2015/2016
Term	September – December
Credits (CFU)	8
Subject Area	SECS-S/01

Course unit title: Inference and Sampling Techniques
(prof. Silvestro MONTRONE)

UNIVERSITY OF BARI "ALDO MORO"
DEPARTMENT OF MANAGEMENT SCIENCES AND LAW
BACHELOR in MARKETING AND BUSINESS COMMUNICATION

Prerequisites
Knowledge of elements of descriptive statistics.

Course objectives
Solving problems in inferential statistics field.
Using Sampling techniques to support the inferential analysis.

Course content
Introduction to statistical inference
Random variables and their distributions
Logic and inference techniques
Population, Sample, Parameters and Estimators
The sample surveys:
  – The main sampling plans
  – The total estimation: main estimators
  – The total estimation in simple random sampling
  – The total estimation in systematic sampling
  – The total estimation in stratified sampling
  – The total estimation in cluster sampling
  – Sample size and units allocation
Inference problems on Mean
Inference problems on Percentages
Comparing samples

Bibliography
G. GIRONE. Statistica, Bari, Cacucci, 2009.
S. MONTRONE, M. CRISTALLO, Sampling techniques (lessons), ed. Art Print, Matera, 2007.

Knowledge assessment mode
  – Exemptions: No
  – Written Test: No
  – Oral Test: Yes

Forms of assistance to the study
  – E-learning Course in the area of the Faculty Web site: No

Organization of teaching
  – Internal cycles of lessons: Yes
  – Supplementary courses: No
  – Tutorials: Yes
  – Seminars: No
  – Laboratory work: No
  – Project work: No
  – Study visits: No