

<b>Instructor's name</b>	Giovanni Vannella
<b>BA</b>	<b>BUSINESS ECONOMICS</b> (Triennale EA)
<b>Academic year</b>	2015/2016
<b>Term</b>	first
<b>Credits</b>	6
<b>Subject area</b>	SECS S/03

**Course of Statistica aziendale (a.y. 2015/2016)**  
**(Prof. Vannella Giovanni)**

Università degli Studi di Bari  
BA Business Economics

Admission criteria

Basic knowledge of statistics and business administration

Aims of the course

Course outline

- 1) Statistics for business (Statistics for manager decision-making; Statistics for business phenomena and processes)
- 2) Availability and production of statistical information (Statistical information for the company; Statistical internal and external sources, The official statistics, Surveys)
- 3) Interpretation and comparison of data relating to business phenomena (Interpretation and comparison of statistical data; Simple and synthetic index numbers; Value, price and quantity index numbers; Interpretation and decomposition of the indices)
- 4) Statistical product and production process quality control (Quality of products and production processes, Offline methods and analysis of variance; Online quality control)
- 5) Technical performance of the production process: productivity and efficiency (General concepts; Efficiency measurement through Data Envelopment Analysis, Efficiency measurement through parametric approach: the production function, Productivity measurement)
- 6) Measurement of the relationships between variables for business decisions (Relations between business variables, Analysis and use of simple correlation and simple linear regression model, Analysis and use of multiple correlation and multiple linear regression model)
- 7) Analysis of time series for activities planning (Forecast using time series analysis, Preliminary analysis and assessment of the ability of estimating models, Decomposition of series and estimation of components, Estimation of trends for medium and long-term predictions, Exponential level as a method to forecast short and very short term)
- 8) Business economic-financial performance evaluation (Assessment of business performance, Financial statements and statistical budget indices; Principal component analysis, cluster analysis, early detection of corporate insolvency)

## Reading material

### Textbooks

L. Biggeri, M. Bini, A. Coli, L. Grassini, M. Maltagliati (2012), Statistica per le decisioni aziendali, Pearson Italia.

### Assessment methods

- Esoneri: No
- Written exam: No
- Oral exam: Si

### Tutorials

- The course is available in the e-learning platform of the Department website: No

### Teaching methods

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