



UNIVERSITÀ DEGLI STUDI DI PALERMO

DEPARTMENT	Scienze Economiche, Aziendali e Statistiche		
ACADEMIC YEAR	2019/2020		
MASTER'S DEGREE (MSC)	BUSINESS ECONOMIC SCIENCES		
SUBJECT	STATISTICS FOR ECONOMICS & BUSINESS		
TYPE OF EDUCATIONAL ACTIVITY	C		
AMBIT	21021-Attività formative affini o integrative		
CODE	18547		
SCIENTIFIC SECTOR(S)	SECS-S/03		
HEAD PROFESSOR(S)	CRACOLICI MARIA	Professore Ordinario	Univ. di PALERMO
	FRANCESCA		
OTHER PROFESSOR(S)			
CREDITS	8		
INDIVIDUAL STUDY (Hrs)	152		
COURSE ACTIVITY (Hrs)	48		
PROPAEDEUTICAL SUBJECTS			
MUTUALIZATION	STATISTICS FOR ECONOMICS & BUSINESS - Corso: TOURISM SYSTEMS AND HOSPITALITY MANAGEMENT		
YEAR	1		
TERM (SEMESTER)	2° semester		
ATTENDANCE	Not mandatory		
EVALUATION	Out of 30		
TEACHER OFFICE HOURS	CRACOLICI MARIA FRANCESCA Monday 15:00 16:30 Online attraverso piattaforma Teams		

DOCENTE: Prof.ssa MARIA FRANCESCA CRACOLICI

PREREQUISITES	Basic concepts of descriptive statistics and inferential statistics.
LEARNING OUTCOMES	<p>Knowledge and understanding: a) to identify suitable data and surveys for exploring the economic and business context; b) to know how to use statistics in the context of a company. Applying knowledge and understanding: a) to use secondary data sources for exploring the macro context where the companies operate; b) to use suitable statistical tools for analyzing business performance.</p> <p>Critical thinking: a) to interpret, in plain language, the application and outcomes of statistical techniques; b) to interpret computer output and use it to solve problems.</p> <p>Communicative skills: a) to illustrate and discuss, in plain language, the results of empirical analyses; b) to comment critically on the results obtained.</p> <p>Learning skills: a) to complete and apply the knowledge of statistics learnt in undergraduate courses; b) to enrich such knowledge by the reading of empirical scientific papers.</p>
ASSESSMENT METHODS	The student's knowledge will be assessed by means of a written test and a discretionary oral test. The written test consists of 6 questions, 90 minutes in length. Each question is evaluated by a mark ranging from 1 to 5. The exam aims to evaluate the ability of the student: a) to link theory to statistical methods; b) to interpret the application of statistical tools and their implications; c) to discuss empirical outcomes. The exam will be evaluated sufficient if the student shows a basic knowledge of the subject, and good verbal communication and analytic skills.
EDUCATIONAL OBJECTIVES	The course helps students develop the understanding that they will need to make informed decisions using data and to communicate the results effectively. The course is an introduction to the essential concepts and tools and methods of statistics to support managers in the decision making process.
TEACHING METHODS	The course uses lectures and practical classes. The lectures provide an overview of the course content. The practical classes will comprise discussion, problem solving activities, group work, student questions and student participation.
SUGGESTED BIBLIOGRAPHY	Appunti del docente (instructor-provided slides)

SYLLABUS

Hrs	Frontal teaching
2	Introduction to Business and Economic Statistics: essential concepts and definitions.
8	Data collection in business statistics.
4	Analysis of economic data.
10	Statistical analysis of financial statement. Quantitative Benchmarking.
12	Measuring business performance. Technical performance measures: productivity and efficiency.
12	Time series analysis and forecasting.