



UNIVERSITÀ DEGLI STUDI DI PALERMO

DEPARTMENT	Scienze Economiche, Aziendali e Statistiche		
ACADEMIC YEAR	2022/2023		
MASTER'S DEGREE (MSC)	TOURISM SYSTEMS AND HOSPITALITY MANAGEMENT		
SUBJECT	STATISTICS FOR ECONOMICS & BUSINESS		
TYPE OF EDUCATIONAL ACTIVITY	B		
AMBIT	50463-Discipline giuridiche e sociali		
CODE	18547		
SCIENTIFIC SECTOR(S)	SECS-S/03		
HEAD PROFESSOR(S)	ARONICA MARTINA	Ricercatore a tempo determinato	Univ. di PALERMO
OTHER PROFESSOR(S)			
CREDITS	6		
INDIVIDUAL STUDY (Hrs)	114		
COURSE ACTIVITY (Hrs)	36		
PROPAEDEUTICAL SUBJECTS			
MUTUALIZATION	STATISTICS FOR ECONOMICS & BUSINESS - Corso: SCIENZE ECONOMICO-AZIENDALI STATISTICS FOR ECONOMICS & BUSINESS - Corso: BUSINESS ECONOMIC SCIENCES		
YEAR	1		
TERM (SEMESTER)	2° semester		
ATTENDANCE	Not mandatory		
EVALUATION	Out of 30		
TEACHER OFFICE HOURS	ARONICA MARTINA Monday 10:00 12:00 Ed. 13 - Secondo Piano - Stanza 85a. Contattare il docente per email.		

DOCENTE: Prof.ssa MARTINA ARONICA

PREREQUISITES	Basic concepts of Business Economics and Statistics.
LEARNING OUTCOMES	<p>Knowledge and Understanding: a) to identify suitable data and surveys for exploring the economic and business context; b) to identify suitable statistical methods that support business decision making.</p> <p>Applying knowledge and understanding: a) To explore the macro context where firms operate; b) to explore and examine the economic performance of firms; c) to apply statistical methods for supporting managers in the decision making process.</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; c) to evaluate implications of a decision-making choice.</p> <p>Communicative skills: a) to illustrate and discuss, in plain language, the results of empirical analyses; b) to comment critically on the appropriateness of the methods used.</p> <p>Learning skills: a) to complete and apply the knowledge of statistics and applied statistics learnt in undergraduate courses; b) to enrich such knowledge by the reading of scientific papers on statistics methods for business.</p>
ASSESSMENT METHODS	An oral test is conducted to assess the student's knowledge of the subject and verbal communication skills. The oral 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 aims to provide students with a sound understanding of theoretical statistical principles as well as advanced practical skills in the application of statistics in order 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. Students are expected to have done the required reading before the practical.
SUGGESTED BIBLIOGRAPHY	Biggeri L., Bini M., Coli A., Grassini L., Maltagliati M. (2012). Statistica per le decisioni aziendali. Pearson: Torino (Capp. 1, 2, 5 e pp. 8.1-8.4). Bracalente B., Cossignani M., Mulas A. (2009). Statistica aziendale. McGraw-Hill: Milano (Capp. 1 e 6). Appunti del docente.

SYLLABUS

Hrs	Frontal teaching
2	Introduction to Business and Economic Statistics: essential concepts and definitions. Business Information System.
10	Data collection in economic and business statistics. Financial Ratios: Uses and limitations. Statistical analysis of financial ratios. Quantitative Benchmarking.
12	Technical performance measures: productivity and efficiency. Definitions and measures of efficiency. The Econometric approach to efficiency measurement. The mathematical programming approach to efficiency measurement.
Hrs	Practice
9	Statistical analysis of economic and annual financial statements data.
9	The measurement of productivity and efficiency.