



UNIVERSITÀ DEGLI STUDI DI PALERMO

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| DEPARTMENT | Scienze Economiche, Aziendali e Statistiche |
| ACADEMIC YEAR | 2023/2024 |
| BACHELOR'S DEGREE (BSC) | STATISTICS FOR DATA ANALYSIS |
| SUBJECT | TECHNICAL-SCIENTIFIC COMMUNICATION WORKSHOP |
| TYPE OF EDUCATIONAL ACTIVITY | F |
| AMBIT | 10909-Altre conoscenze utili per l'inserimento nel mondo del lavoro |
| CODE | 21917 |
| SCIENTIFIC SECTOR(S) | |
| HEAD PROFESSOR(S) | PLAIA ANTONELLA Professore Ordinario Univ. di PALERMO |
| OTHER PROFESSOR(S) | |
| CREDITS | 3 |
| INDIVIDUAL STUDY (Hrs) | 47 |
| COURSE ACTIVITY (Hrs) | 28 |
| PROPAEDEUTICAL SUBJECTS | |
| MUTUALIZATION | |
| YEAR | 3 |
| TERM (SEMESTER) | 2° semester |
| ATTENDANCE | Not mandatory |
| EVALUATION | Pass/Fail |
| TEACHER OFFICE HOURS | PLAIA ANTONELLA Wednesday 15:00 - 17:00 La modalita, in studio o su Teams, va concordata col docente |

DOCENTE: Prof.ssa ANTONELLA PLAIA

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| PREREQUISITES | Statistics and R |
| LEARNING OUTCOMES | <p>Students must be able to communicate information, ideas, problems and solutions to both experts and lay audiences. Demonstrate skills for analysis and synthesis. Be able to analyse and search for information from diverse sources. Be able to learn autonomously. Be able to define, solve and present complex problems systemically. Be able to work in a team demonstrating commitment to quality, ethics, equality and social responsibility. Apply methods and techniques of analysis, synthesis and graphical representation by means of software tools. Communicate the results of analyses effectively.</p> <p>The students will know the different ways of communicating and how to do it more effectively. They will know the components of a report, how to structure it and how to elaborate it effectively. They will develop communication skills and their application to the specific environment.</p> |
| ASSESSMENT METHODS | <p>A written report on a dataset assigned during the course, with an oral presentation.</p> <p>FINAL ASSESSMENT The final assessment of the exam will consider three aspects: i) the mastery of the topics; ii) the ability to apply knowledge, and iii) the property of language, evaluated in the complex of the report and its oral exposition</p> <p>The teacher will be able to consider the exam's contextual factors (such as active participation during the lessons, or the presence of some disabilities).</p> |
| EDUCATIONAL OBJECTIVES | <p>With billions of data being produced daily and with our ability to collect and store them increasing faster than our ability to analyse them, the new graduates need development proper skills that guide them in the process of analysis and in the process of properly communicating the findings for correct decision making. At the end of the course the student knows the basic aspects of a communication process and the techniques of written and oral communication. The student is able to:</p> <ul style="list-style-type: none"> - understand the best way of communicating the results of a study, depending on the study itself and the end user; - present effectively the results of its statistical analyses in written and oral form, using appropriate forms of communication according to the interlocutors. |
| TEACHING METHODS | Lab with group work |
| SUGGESTED BIBLIOGRAPHY | Materiale fornito dal docente durante il corso. |

SYLLABUS

| Hrs | Frontal teaching |
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| 8 | . EXECUTIVE SUMMARIES AND REPORTS 1. Search and Organization of Information. 2. The summary, the synthesis and the paraphrase. 3. Structure of a Report. 4. Attitudes and ethics: plagiarism. |
| 8 | DESIGN OF EFFECTIVE PRESENTATIONS 1. Preparation. 2. Design. 3. Execution. |
| Hrs | Practice |
| 6 | EXECUTIVE SUMMARIES AND REPORTS 1. Search and Organization of Information. 2. The summary, the synthesis and the paraphrase. 3. Structure of a Report. 4. Attitudes and ethics: plagiarism. |
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