

COURSE SYLLABUS

1. COURSE DESCRIPTION

Degree:	Administración y Dirección de Empresas (English teaching)
Double Degree:	Administración y Dirección de Empresas y Derecho (English teaching)
Course:	BUSINESS STATISTICS II (Estadística Empresarial II - English teaching)
Module:	Extension in Economics and Statistics
Department:	Economics, Quantitative Methods and Economic History
Term:	First term
Total Credits:	6
Year:	2nd/3rd
Type of Course:	Obligatory
Course Language:	English

Teaching model:	C1	
a. General/Background:		50%
b. Theory-into-practice/developmental knowledge-building:		50%
c. Guided Academic Activities:		



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2. COURSE COORDINATOR

Course coordinator: Raúl Brey Sánchez y Francisca Sánchez Sánchez

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3. ACADEMIC CONTEXT

3.1. Description of Objectives

- Introduce the students into the statistical techniques of data analysis.
- Introduce the students into the use of specific statistical software.
- Make the students be aware of the applicability of these statistical techniques to real life business and economic problems.
- Promote team work.
- Make the students acquire autonomous capacity to solve problems inherent to their professional development.
- Promote discerning capacity to choose the most convenient statistical resources in order to interpret correctly real life economic and business situations.
- Train students' capacity of analysis, synthesis, use of specific vocabulary and presentation of results.

3.2. Contributions to the Training Plan

- Provides the tools and forms the basis for the econometric analysis of real life economic and business problems.
- Is the instrumental basis for other more specific subjects with econometric and statistical contents.

3.3. Recommendations or Prerequisites

It is recommendable to have successfully followed Business Statistics I.

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4. SKILLS

4.1 Degree Skills Developed during this Course

- Specific Skills:

- Knowledge and application of the basic concepts of Statistical Inference and the interpretation of their results.

- General Skills:

Systemic skills:

- Performance according to the following criteria: social responsibility, principles of equal opportunities between men and women, principles of equal opportunities and universal accessibility of disabled persons, and the values featuring a culture of peace and democratic values.
- Sensitivity to social and environmental issues.
- Self-Learning capacity.
- Ability to adapt to new environments.
- Creativity.
- Leadership.
- Initiative and entrepreneurship.
- Motivation for quality.

Personal skills:

- Team work.
- Ability for personal relations.
- Critical and logic reasoning.
- Ethical compromise in work.
- Working under pressure (resilience).

Instrumental skills:

- Analysis and synthesis.
- Organization and planning.
- Oral and written communication in English.
- Related knowledge of specific softwares.
- Ability to analyse and search for information from diverse statistical sources.
- Capacity to solve specific problems.
- Capacity to make decisions.

4.2. Module Skills Developed during this Course

MODULE II: EXTENSION OF ECONOMICS AND STATISTICS

- Specific Skills:

- Knowledge and application of the basic concepts of Statistical Inference and the interpretation of their results.

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- General Skills:

Systemic skills:

- Performance according to the following criteria: social responsibility, principles of equal opportunities between men and women, principles of equal opportunities and universal accessibility of disabled persons, and the values featuring a culture of peace and democratic values.
- Sensitivity to social and environmental issues.
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Instrumental skills:

- Analysis and synthesis.
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- Related knowledge of specific softwares.
- Ability to analyse and search for information from diverse statistical sources.
- Capacity to solve specific problems.
- Capacity to make decisions.

4.3. Course-specific Skills

Knowledge and application of the basic concepts of statistical data analysis in Business Statistics.

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5. COURSE CONTENTS (COURSE TOPICS)

Unit 1: Probabilistic models

- a) Probabilistic models for discrete random variables: Bernoulli, Binomial and Poisson.
- b) Probabilistic models for continuous random variables: normal distribution and related distributions.
- c) The Pearson's Chi-Square distribution.
- d) The t-Student distribution.
- e) The F-Fisher-Snedecor distribution.

Unit 2: Sampling distributions

- a) Random sample. Population parameters and sample statistics.
- b) Sample distribution of statistics.
- c) Mean and variance of selected statistics.
- d) Distribution of sample statistics of Normal populations.
- e) Distribution of the sample proportion.
- f) Distribution of the difference in proportions.

Unit 3: Point estimation

- a) Introduction to Statistical Inference.
- b) The problem of estimation: point estimation.
- c) Properties of the point estimates.
- d) Calculation of estimates: method of moments and the maximum likelihood method.

Unit 4: Interval estimation

- a) Construction of confidence intervals.
- b) Confidence intervals in Normally distributed populations
- c) Confidence intervals in other non-normally distributed populations.

Unit 5: Hypothesis testing

- a) Concept and types of hypothesis.
- b) Rejection and acceptance regions.
- c) Types of error.
- d) Steps to follow for running a hypothesis test.
- e) Power and power function of the test.
- f) Parametric tests.
- g) Non-parametric tests.

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6. METHODOLOGY AND RESOURCES

- Basic Lectures (max.: 60 students): 15 sessions (22.5 hours)

Presentation of the theoretical basic aspects of the subject through lectures, conferences, presentations of results (if any) and other presential activities suitable for large groups of students.

- Practice Lectures (max.: 3 groups of 20 students): 15 sessions (22.5 hours)

These classes include the resolution of problems as a complement to the Basic Lectures. It is highly recommendable to attend these sessions having previously worked at home the theoretical concepts developed during the Basic Lectures. Practice lectures should aim to solve doubts and to have presentations of the students on the solution of previous assignments. In addition, they include presential computer practices in computer rooms for getting the student more familiarized with the specific statistical software (SPSS, MS Excel).

- Time devoted to studying per student: 100 hours.
- Assessment: 5 hours.

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7. ASSESSMENT

A. Continuous assessment (5 points out of 10 points):

- Periodical tests and/or delivery of written assignments (3 points). They will evaluate the progress of the student.

- Computer practices (2 points):

There will be computer practices using the statistical softwares SPSS and MS Excel (statistical functions). The last session is devoted exclusively to an individual assessment of the knowledge acquired by the students. Its content will be similar to those of the previous sessions.

B. Final exam (5 points): A written exam will be made at the end of the semester. It will consist of theoretical questions, mixed theory and practice questions and the resolution of a set of selected problems. The main purpose is to check whether the students have acquired the necessary skills.

Minimum scores:

Final exam: 1.75 points out of 5.

Computer practice assessment: 1 point out of 2.

Final exam + Continuous assessment: 5 points out of 10.

- Resit exam (June/July):

Those who have not passed the course within the first call will be able to present themselves for the second call in June/July. The final exam will be retaken.

Students will be allowed to give up the points obtained throughout the course corresponding to the continuous assessment items (5 points), but then they will have to take an additional exam on the day of the exam. This exam will contain exercises similar to those on the previous exams. In order to take this additional exam, students will have to send an email at rbresan@upo.es 10 days before the exam date.

Those students who fail to reach the minimum passing score in the computer practices (1 point out of 2) will be required to take that exam again.

Minimum scores:

Final exam: 1.75 points out of 5.

Computer practice assessment: 1 point out of 2.

Final exam + Continuous assessment: 5 points out of 10.

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8. REFERENCES

Main references:

ACZEL, AD. SOUNDERPANDIAN, J. Complete Business Statistics. McGraw-Hill Irwin, 7th edition, 2009.

GROEBNER, DF. SHANNON, PW. FRY, PC. SMITH KD. Business Statistics. Pearson-Prentice Hall, 6th edition, 2004.

Other references:

BOWERMAN, B.L., O'CONNEL, R.T., HAND, M. L. Business statistics in practice McGraw-Hill/Irwin, 2001.

BURTON, G., CARROL, G. WALL, S., Quantitative methods for business and economics, Prentice Hall, 2nd Edition, 2002.

DOANE, D., SEWARD, L. Applied Statistics in Business and Economics, McGraw-Hill/Irwin, 2007.

LIND, D.A., MARCHAL, W.G., WATHEN, S.A., Statistical techniques in business and economics, McGraw-Hill/Irwin, 2004.