27609 - Statistics I

Información del Plan Docente

Academic Year	2016/17
Academic center	109 - Facultad de Economía y Empresa
Degree	450 - Degree in Marketing and Market Research
ECTS	6.0
Course	1
Period	Second semester
Subject Type	Basic Education
Module	---

1.Basic info

1.1.Recommendations to take this course

1.2.Activities and key dates for the course

2.Initiation

2.1.Learning outcomes that define the subject

2.2.Introduction

3.Context and competences

3.1.Goals

3.2.Context and meaning of the subject in the degree

3.3.Competences

3.4.Importance of learning outcomes

4.Evaluation

5.Activities and resources

5.1.General methodological presentation

5.2.Learning activities

5.3.Program

Lesson 1: Statistical Methods in Business and Economics

Introduction. Historical Evolution. Concept of Estadístics. The statistical method. Statistics in Business and Economics

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Lesson 2: Scales of Measurement and Information Sources

Introduction. Information Sources. Basic Concepts. Data and variables. Scales of Measurement.

Lesson 3: Describing Univariate Data: Frequency Tables and Graphic Presentation.

Frequency Tables. Graphical Presentations

Lesson 4: Describing Univariate Data: Numerical Measures

Introduction. Location measures. Variability measures. Skewness and Curtosis. Boxplot diagrammes. Other measures.

Lesson 5: Describing Bivariate Data: Frequency Tables and Graphic Presentation

Introduction. Joint, marginal and conditional frequencies distributions. Independence. Graphical Presentations.

Lesson 6: Correlation and Simple Linear Regression

Introduction. Scatter Diagrammes. Covariance and correlation. Linear regression simple: least squares criterion. Goodness of fit and correlation. Prediction. Non-linear regression.

Lesson 7: Indices Numbers

Introduction. Simple and complex indices. Deflation economic series. Link and change of base. Repercussion. Some notable economic índices.

Lesson 8: Probability

Introduction. Concept of Probability: Kolmogorov axiom's. Laplace rule. Combinatorics. Conditional Probability. Theorem of total probability. Theorem of Bayes.

Lesson 9: Statistical Decision Theory

Introduction. Setting-up a decisión problem. Decision Making under total and partial uncertainty. Bayes rule. Value and efficiency of the information.

5.4.Planning and scheduling

5.5.Bibliography and recomended resources