

**Información del Plan Docente**

<b>Academic Year</b>	2016/17
<b>Academic center</b>	109 - Facultad de Economía y Empresa
<b>Degree</b>	450 - Degree in Marketing and Market Research
<b>ECTS</b>	6.0
<b>Course</b>	2
<b>Period</b>	First semester
<b>Subject Type</b>	Compulsory
<b>Module</b>	---

**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: Discrete probability distributions.

Random variables. Discrete and continuous random variable. Probability distribution or mass function. Binomial,

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Hypergeometric and Poisson distributions.

Lesson 2: Continuous probability distributions.

Continuous random variable. Probability density function. Uniform and Exponential distributions. Normal distribution and related to normal distributions.

Lesson 3: Basic notions of sampling theory.

Sampling from a population. Sampling methods. Sampling distribution of statistics: Monte Carlo method. Asymptotic behavior of sampling moments. Sample-size determination.

Lesson 4: Point estimators and Interval estimation

Estimation. Building estimators: method of moments and maximum likelihood estimates. Properties of estimators.

Confidence interval. Methods of finding interval estimators. Confidence intervals for parameters of normal distribution. Some applications.

Lesson 5: Parametric hypotheses.

Basic concepts: Simple, compound, null and alternative hypotheses, significance level, power of a test. Tests of the mean and variance of a normal distribution, tests of the population proportion.

Lesson 6: Two-sample hypothesis tests.

Independent and dependent samples. Comparing proportions, means and variances: confidence intervals and tests of statistical hypotheses.

### **5.4.Planning and scheduling**

### **5.5.Bibliography and recommended resources**