

**Información del Plan Docente**

<b>Academic Year</b>	2017/18
<b>Faculty / School</b>	109 - Facultad de Economía y Empresa
<b>Degree</b>	450 - Degree in Marketing and Market Research
<b>ECTS</b>	6.0
<b>Year</b>	1
<b>Semester</b>	Second semester
<b>Subject Type</b>	Basic Education
<b>Module</b>	---

**1.General information****1.1.Introduction****1.2.Recommendations to take this course****1.3.Context and importance of this course in the degree****1.4.Activities and key dates****2.Learning goals****2.1.Learning goals****2.2.Importance of learning goals****3.Aims of the course and competences****3.1.Aims of the course****3.2.Competences****4.Assessment (1st and 2nd call)****4.1.Assessment tasks (description of tasks, marking system and assessment criteria)****5.Methodology, learning tasks, syllabus and resources****5.1.Methodological overview****5.2.Learning tasks****5.3.Syllabus**

Lesson 1: Statistical Methods in Business and Economics

## 27609 - Statistics I

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

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 Kurtosis. 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 indices.*

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 decision problem. Decision Making under total and partial uncertainty. Bayes rule. Value and efficiency of the information.*

### 5.4.Course planning and calendar

### 5.5.Bibliography and recommended resources