COURSE OUTLINE

(1) General information

FACULTY/SCHOOL	SCHOOL OF ECONOMICS, BUSINESS & INTERNATIONAL STUDIES
DEPARTMENT	TOURISM STUDIES
LEVEL OF STUDY	UNDERGRADUATE
COURSE UNIT CODE	TSK105 **SEMESTER** 1st
COURSE TITLE	BUSINESS STATISTICS

INDEPENDENT TEACHING ACTIVITIES *in case credits are awarded for separate components/parts of the course, e.g. in lectures, laboratory exercises, etc. If credits are awarded for the entire course, give the weekly teaching hours and the total credits*	WEEKLY TEACHNG HOURS	CREDITS
Lectures	3	5
Laboratory exercises	2	
Add rows if necessary. The organization of teaching and the teaching methods used are described in detail under section 4		

COURSE TYPE *Background knowledge,* *Scientific expertise,* *General Knowledge,* *Skills Development*	BACKGROUND KNOWLEDGE
PREREQUISITE COURSES:	NO
LANGUAGE OF INSTRUCTION:	GREEK
LANGUAGE OF EXAMINATION/ASSESSMENT:	GREEK
THE COURSE IS OFFERED TO ERASMUS STUDENTS	YES
COURSE WEBSITE (URL)	https://eclass.unipi.gr/courses/TOY151/

(2) LEARNING OUTCOMES

Learning Outcomes
The course learning outcomes, specific knowledge, skills and competences of an appropriate (certain) level, which students will acquire upon successful completion of the course, are described in detail. *It is necessary to consult:* **APPENDIX A** • *Description of the level of learning outcomes for each level of study, in accordance with the European Higher Education Qualifications' Framework.* • *Descriptive indicators for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and* **APPENDIX B** • *Guidelines for writing Learning Outcomes*
The purpose of the course is to teach the basic statistical data analysis techniques for decision making. Basic requirement is students to familiarize with the basic concepts and principals of statistics to enable them to incorporate statistical thinking into business practice. On completion of the course students will be able to: • Describe the basic concepts and principles of statistics. • Apply basic statistical techniques in different business functions of an enterprise. • Apply basic and complex statistical analyses using appropriate statistical packages.

General Competences
Taking into consideration the general competences that students/graduates must acquire (as those are described in the Diploma Supplement and are mentioned below), at which of the following does the course attendance aim?

Search for, analysis and synthesis of data and information by the use of appropriate technologies, *Adapting to new situations* *Decision-making*	*Project planning and management* *Respect for diversity and multiculturalism* *Environmental awareness* *Social, professional and ethical responsibility and sensitivity to gender issues*

Individual/Independent work *Group/Team work* *Working in an international environment* *Working in an interdisciplinary environment* *Introduction of innovative research*	*Critical thinking* *Development of free, creative and inductive thinking* *……* *(Other…….citizenship, spiritual freedom, social awareness, altruism etc.)* *…….*

Search for, analysis and synthesis of data and information by the use of appropriate technologies
Individual/Independent work
Group/Team work
Working in an interdisciplinary environment
Decision-making

(3) COURSE CONTENT

<u>*Theory*</u>: Basic statistical concepts, Population – sample, Descriptive statistics, Probability and probability distributions, Confidence intervals, Hypothesis tests, Simple linear regression.

<u>*Workshops*</u>: The basic functions of the statistical package Statgraphics are demonstrated. Statistical analysis of data from real business problems is conducted.

(4) TEACHING METHODS--ASSESSMENT

MODES OF DELIVERY *Face-to-face, in-class lecturing, distance teaching and distance learning etc.*	FACE TO FACE
USE OF INFORMATION AND COMMUNICATION TECHNOLOGY *Use of ICT in teaching, Laboratory Education, Communication with students*	Use of ICT in Teaching and Laboratory Education Use of ICT in Communication with students: - Course's e-learning platform (messages, announcements) - E-mails
COURSE DESIGN *Description of teaching techniques, practices and methods:* *Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, Internship, Art Workshop, Interactive teaching, Educational visits, projects, Essay writing, Artistic creativity, etc.* *The study hours for each learning activity as well as the hours of self-directed study are given following the principles of the ECTS.*	<table><tr><td>*Activity/Method*</td><td>*Semester workload*</td></tr><tr><td>Lectures</td><td>39</td></tr><tr><td>Laboratory practice</td><td>26</td></tr><tr><td>Self-study</td><td>85</td></tr><tr><td>Examination of Laboratory part of the course</td><td>0,5</td></tr><tr><td>Examination of Theoretical part of the course</td><td>1,5</td></tr><tr><td>**Total**</td><td>**152 hours**</td></tr></table>
STUDENT PERFORMANCE EVALUATION/ASSESSMENT METHODS *Detailed description of the evaluation procedures:* *Language of evaluation, assessment methods, formative or summative (conclusive), multiple choice tests, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral exam, presentation, laboratory work, other……etc.* *Specifically defined evaluation criteria are stated, as well as if and where they are accessible by the students.*	The evaluation is conducted in Greek. The assessment methods that are used are Problem Solving and Oral Laboratory Examination. The grade is determined by 100% from the final examination. Initially, the laboratory is examined with a score of success or failure. Students who successfully complete the examination of the laboratory are eligible to participate in the examination of the theoretical part.

(5) SUGGESTED BIBLIOGRAPHY:

-Suggested bibliography:

Aczel A. και Sounderpandian J. (2013). Statistical Thinking in the Business World, Broken Hill Publishers LTD. (In Greek)

Keller, G. (2010). Statistics for Economics & Business Administration, Epikentro. (In Greek)

Groebner, D.F., Shannon, P.W. and Fry, P.C. (2018). Business Statistics. A Decision-Making Approach, 10th Edition, Pearson.

Lind, D.A., Marchal, W.G. and Wathen, S.A. (2019). Basic Statistics For Business and Economics, 9th Edition, Mc Graw Hill Education.

- Relevant scientific journals:

Computational Statistics and Data Analysis, Elsevier.

Applied Stochastic Models in Business and Industry, Wiley.

Journal of Business and Economic Statistics, American Statistical Association.