Syllabus

Course description

<table>
<thead>
<tr>
<th>Course title</th>
<th>Methods for business analysis</th>
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<tbody>
<tr>
<td>Course code</td>
<td>27174</td>
</tr>
<tr>
<td>Scientific sector</td>
<td>SECS-S/01</td>
</tr>
<tr>
<td>Degree</td>
<td>Master in Entrepreneurship and Innovation</td>
</tr>
<tr>
<td>Semester and academic year</td>
<td>2nd semester, ay 2020-21</td>
</tr>
<tr>
<td>Year</td>
<td>1st study year</td>
</tr>
<tr>
<td>Credits</td>
<td>6</td>
</tr>
<tr>
<td>Modular</td>
<td>No</td>
</tr>
<tr>
<td>Total lecturing hours</td>
<td>36</td>
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<tr>
<td>Total lab hours</td>
<td>24</td>
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<tr>
<td>Total exercise hours</td>
<td>0</td>
</tr>
<tr>
<td>Attendance</td>
<td>suggested, but not required</td>
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<tr>
<td>Prerequisites</td>
<td>not foreseen</td>
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<td>Course page</td>
<td><a href="https://www.unibz.it/de/faculties/economics-management/master-entrepreneurship-innovation/course-offering/?academicYear=2020">https://www.unibz.it/de/faculties/economics-management/master-entrepreneurship-innovation/course-offering/?academicYear=2020</a></td>
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Specific educational objectives

The course refers to the typical educational activities and belongs to the scientific area of Statistic-Mathematic.

This course introduces a wide range of statistical tools for making inferences and predictions from data, including regression, classification, supervised methods and unsupervised methods. All the methods covered in class are illustrated using real data sets commonly found in business and finance within the R statistical computing environment.

At the end of the course, the students will be able to select and use properly a wide range of statistical learning and forecasting tools. They will be also able to draw conclusions from their analyses in the context of real data.

Lecturer

Claudia Di Caterina
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Scientific sector of the lecturer
SECS-S/01

Teaching language
English

Office hours
please refer to the lecturer’s web page
## Lecturing assistant
Francesca Papagni  
e-mail: francesca.papagni@unibz.it

## Teaching assistant  
Not foreseen

## Office hours  
18

## List of topics covered
- Principles of statistical inference: confidence intervals and hypothesis tests.  
- Association and dependence.  
- Introduction to statistical learning.  
- Linear regression.  
- Logistic regression.  
- Model selection.  
- Classification and cluster analysis.  
- Statistical learning with R.

## Teaching format
Frontal lectures, exercises, computer labs.

## Learning outcomes

**Knowledge and understanding:**  
- Knowledge and understanding of statistical models for business.  
- Knowledge and understanding of theory and tools of statistical analysis of markets: model selection, segmentation, forecasting.  
- Knowledge of quantitative models for forecasting, in particular in relation to decision management.

**Applying knowledge and understanding:**  
- Ability to find and select relevant data for management and business innovation.  
- Ability to identify the statistical models that are suitable to analyze correctly a specific socio-economic and industrial framework.  
- Ability to provide forecasts about the markets.  
- Ability to identify segments of potential customers.  
- Ability to classify and analyze specific innovations and their potential development.

**Making judgments:**  
- Ability to select and apply appropriate models and tools of statistical analysis.

**Communication skills:**  
- Ability to communicate precisely the results of statistical analyses to a general audience.

**Learning skills:**  
- Ability to establish links among different statistical models.

models.

| Assessment | Written exam and project assignment:  
|            | • written exam with exercises and review questions (50% of the final grade in the course) for both attending and non-attending students;  
|            | • project done in groups during the semester for attending students and individually for non-attending students (50% of the final grade in the course).  
|            | NOTE: Project assignments are valid for 1 academic year and cannot be carried over beyond that time-frame. |

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<th>Assessment language</th>
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| Evaluation criteria and criteria for awarding marks | The written exam consists of several exercises and one or more review questions. The project assignment involves statistical analyses on real data related to the contents of the course using the statistical software R. To pass the exam, students must obtain a positive evaluation in both written exam and project assignment. |

|                   | Lectures notes will be provided. |