

1. OVERVIEW

Subject Area	Statistics applied to Tourism
Degree	Bachelor's Degree in Business Creation and Management
School/Faculty	Social Sciences
Year	1
ECTS	6
Type	Core
Language(s)	Spanish
Delivery Mode	On-campus
Semester	S2

2. INTRODUCTION

The subject area aims at understanding concepts related to data analysis and statistical inference, and their application in the analysis of variables in the economic field.

The subject area objectives are summarised as follows:

- The aim is for students to be able to understand the concepts related to data analysis.
- Skills will be developed to analyse the economic/business reality by means of statistical inference tools.
- The use of the techniques learnt in statistics will be encouraged in order to produce a report detailing the main economic/financial variables.

The aim is for students to be able to understand the concepts related to the prediction of economic-financial variables.

3. SKILLS AND LEARNING OUTCOMES

Basic skills (CB, by their acronym in Spanish):

- CB1: Students have shown their knowledge and understanding of a study area that builds on general secondary school education, and are usually at the level where, with the support of more advanced textbooks, they may also demonstrate awareness of the latest developments in their field of study.
- CB2: Students can apply their knowledge to their work or vocation in a professional manner and possess the skills which are usually evident through the forming and defending of opinions and resolving problems within their study area.

- CB3: Students have the ability to gather and interpret relevant data (usually within their study area) to form opinions which include reflecting on relevant social, scientific or ethical matters.
- CB4: Students can communicate information, ideas, problems and solutions to both expert and non-expert audiences.
- CB5: Students have developed the learning skills necessary to undertake further study in a much more independent manner.

Cross-curricular skills (CT, by their acronym in Spanish)

- CT1: Organisational and planning skills: The learner is able to determine business goals and priorities, stipulating action, timelines and resources.
- CT4: Problem solving: ability to devise a solution to fully resolve the client's issue by addressing their needs, problems and business objectives.
- CT10: Time management: Ability to combine processes, tools, techniques and methods to accomplish tasks, projects or goals...

Specific skills (CE, by their acronym in Spanish):

- CE3: Statistical analysis, results analysis and interpretation, qualitative and quantitative analysis techniques. To be able to assess the situation and foreseeable development of a company, especially in the area of marketing and market research, on the basis of the relevant information records.
- CE8: To be able to select and use the necessary computer applications for business diagnostics and analysis, as well as for their application in marketing management in the company.

Learning outcomes (RA, by their acronym in Spanish):

- RA1: To understand concepts related to data analysis.
- RA2: To carry out work to gain insight into the economic/business reality by means of statistical inference tools.
- RA3: To prepare a report detailing the main economic/financial variables by means of the techniques learnt in statistics, business planning and decision making.
- RA4: To understand concepts related to the prediction of economic/financial variables.

The following table shows how the skills developed in the subject area match up with the intended learning outcomes:

Skills	Learning outcomes
CB1, CB5, CT1, CT9, CE7	RA1: To understand concepts related to data analysis.
CB1, CB2, CB3, CB4, CT1, CT9, CE2, CE7, CE14	RA2: To carry out work to gain insight into the economic/business reality by means of statistical inference tools.
CB1, CB2, CB3, CT1, CT9, CE2, CE7, CE14	RA3: To prepare a report detailing the main economic/financial variables by means of the techniques learnt in statistics, business planning and decision making.
CB1, CB2, CB3, CB5, CT1, CT9, CE2	RA4: To understand concepts related to the prediction of economic/financial variables.

4. CONTENTS

SECTION I: DESCRIPTIVE STATISTICS: Summarise, analyse and interpret data.

Topic 1: Introduction.

Topic 2: Descriptive measures.

SECTION II: PROBABILITY THEORY: Assessment of the degree of uncertainty.

Topic 3: Introduction to Probability Theory.

Topic 4: Random variables (discrete and continuous).

SECTION III: INFERENCE THEORY: Insight into reality by means of tools for the acceptance or rejection of hypotheses.

Topic 5: Introduction to Inference.

Topic 6: Interval estimation.

Topic 7: Hypothesis testing.

5. TEACHING/LEARNING METHODS

The types of teaching/learning methods are as follows:

- Case studies
- Collaborative learning
- Problem-based learning
- Lectures
- Mock scenarios
- Project-based learning

6. LEARNING ACTIVITIES

The types of learning activities, plus the amount of time spent on each activity, are as follows:

On-campus:

Learning activity	Number of hours
Attendance and active participation in class	62.5 h
Guided work (tutorials, monitoring of learning)	25 h
Independent working	37.5 h
Group work	25 h
TOTAL	150 h

7. ASSESSMENT

The assessment systems, plus their weighting in the final grade for the subject area, are as follows:

Assessment system	Weighting
Knowledge test	50%
Presentations	15%
Assignments and reports	25%
Practical exercises	10%

On the Virtual Campus, when you open the subject area, you can see all the details of your assessment tasks, including deadlines and assessment procedures.