

1. OVERVIEW

Subject area	Statistics I
Degree	Bachelor's Degree in Business Administration and Management
School/Faculty	SOCIAL SCIENCE AND COMMUNICATION
Year	Second
ECTS	6 ECTS
Type	Core
Language(s)	Spanish and English
Delivery mode	On campus and online
Semester	Second semester
Year	2024/2025
Coordinating professor	Maicol Ochoa

2. INTRODUCTION

Finance 1 is a core subject area within the Bachelor's Degree in Business Administration and Management, worth 6 ECTS credits. This subject area is part of the quantitative tools module and is taught in the second semester of the second year of the degree. In this subject area, we will study the basic tools of descriptive statistics and the quantitative tools needed for the analysis of the socio-economic situation and decision-making within companies.

3. LEARNING OUTCOMES

Knowledge (CON, by the acronym in Spanish)

CON4. Identify concepts and tools from mathematics, statistics and econometrics that enable better analysis of economic and business variables and a better understanding of business decisions and problems.

- Describe both the search for and the processing of information on economic and financial variables from different national and international databases.

Abilities (HAB, by the acronym in Spanish)

HAB1. Critically analyse concepts and theories of business management, interpreting economic, tax, financial and legal data with regard to organisations.

- Carry out descriptive analyses of data and reports on the economic situation of a business.

Skills (COMP, by the acronym in Spanish):

COMP04. Analyse, integrate and assess the legal, sociocultural and economic information needed in different decision-making processes.

4. CONTENTS

The subject area is organised into seven learning units with theoretical and practical content, which are further divided into several topics.

1. Introduction to statistics.
2. Frequency distributions.
3. Measures of position.
4. Measures of dispersion.
5. Measures of shape.
6. Analysis of bidimensional variables: qualitative and quantitative.
7. Index numbers and measures of concentration.

5. TEACHING/LEARNING METHODS

The types of teaching-learning methods are as follows:

On campus mode:

1. Collaborative learning
2. Problem-based learning
3. Project-based learning
4. Lectures

Online mode:

1. Collaborative learning
2. Problem-based learning
3. Project-based learning
4. Lectures via online seminars

6. LEARNING ACTIVITIES

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

On campus mode:

Learning activity	Number of hours
Lectures	40h
Independent working	20h
Oral presentations	5h
Case studies and problem solving	25h
Group work	20h
Knowledge tests	10h
Tutorials	20h
Reports and written work	10h
TOTAL	150h

Online mode:

Learning activity	Number of hours
Online seminars	5h
Reading course material and consulting complementary resources	22,5h
Individual applied activities: problems, case studies, projects	35h
Collaborative applied activities	12,5h
Tutorials	17,5h
Self-assessment questionnaires and knowledge tests	7,5h
Autonomous learning	50h
TOTAL	150h

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%
Case studies, problem solving and project development	20%
Reports and papers	20%
Oral presentations	10%

On the Virtual Campus, when you open the subject area, you'll find details of your assessment activities, including the submission dates and assessment procedures for each activity.

7.1. Ordinary exam period

To pass the subject area in the ordinary exam period, you must achieve a grade of at least 5.0 out of 10.0 as the final grade (weighted average) for the subject area.

In any case, you will need a grade of at least 5.0 in the final test for it to be included in the weighting with the other activities.

Activities submitted after the deadline will not be accepted. In addition, to be eligible for assessment, students must have an attendance record of over 50%. The university regulations will be followed and no form of plagiarism will be accepted.

7.2. Extraordinary exam period (resits)

To pass the subject area in the extraordinary exam period (resits), you must obtain a grade of 5.0 or more out of 10.0 in the final grade (weighted average) for the subject area.

In any case, you will need a grade of at least 5.0 in the final test for it to be included in the weighting with the other activities.

On the Virtual Campus, you can find information on the activities that must be carried out in order to rectify all those activities not passed nor submitted in the ordinary exam period.

Activities submitted after the deadline will not be accepted. The university regulations will be followed and no form of plagiarism will be accepted.

8. TIMELINE

This section details the timeline and submission dates for the assessment activities in this subject area.

Assessment activities	Date
Activity 1	Weeks 1–2
Activity 2	Weeks 3–6

Activity 3	Weeks 7–9
Activity 4	Weeks 10–11
Activity 5	Weeks 12–14
Activity 6	Weeks 15–17
Activity 7	Week 18

The timeline may be subject to change for logistical reasons related to the activities. Students will be informed of any changes in due time via the appropriate channels.

9. BIBLIOGRAPHY

The reference work for the follow-up of this subject area is:

- Casas-Sánchez, José Manuel y Santos, Julián (1999). Introducción a la Estadística para Economía. Madrid: Ramón Areces, S.A.
- Martín - Pliego, Javier (2004): INTRODUCCION A LA ESTADISTICA ECONOMICA Y EMPRESARIAL: TEORIA Y PRACTICA (3ª ED.). Madrid: Editorial AC.
- Montero, José Mª (2007). Estadística Descriptiva. Madrid: THOMSON.
- Peña, Daniel (2013). FUNDAMENTOS DE ESTADISTICA. Madrid: Alianza Editorial.
- < <http://gretl.sourceforge.net/> > [Consulta: el 25 de octubre de 2021].

10. EDUCATIONAL GUIDANCE AND DIVERSITY UNIT

The Educational Guidance and Diversity Unit (ODI, by the acronym in Spanish) offers support to our students throughout their university experience to help them achieve their academic goals. Our work also centres around the inclusion of students with special educational needs, accessibility for all on the different university campuses and equal opportunities.

This Unit offers students:

1. Support and follow-up by means of personal counselling and plans for students who need to improve their academic performance.
2. With regard to support for diversity, non-significant curricular adjustments are made, i.e. in terms of methodology and assessment, for those students with special educational needs, thus pursuing equal opportunities for all students.
3. We offer students a variety of extracurricular learning resources for developing different skills to enrich their personal and professional development.
4. Career guidance through the provision of tools and counselling to students with career doubts or who believe they have made a mistake in their choice of qualification.

Students who need educational support can contact us at:
orientacioneducativa@universidadeuropea.es

11. SATISFACTION SURVEYS

Your opinion matters!

Universidad Europea encourages you to complete our satisfaction surveys to identify strengths and areas for improvement for staff, degree courses and the learning process.

These surveys will be available in the survey area of your virtual campus or by email.

Your opinion is essential to improve the quality of the course.

Many thanks for taking part.