APPLIED STATISTICAL ANALYSIS

COURSE SYLLABUS ABSTRACT

Speciality 1-28 01 02 – Digital Marketing

	STUDY MODE	
	full-time	part-time
Year	2	2
Semester	3	3
Lectures, hours	34	6
Laboratory classes, hours	34	8
In-class test (semester, hours)		3 (2 hours)
Pass/fail, semester	3	3
Contact hours	68	16
Independent study, hours	52	104
Total course duration in hours / credit units	120 / 3	

1. Course outline

The subject and method of statistical science. Statistical observation. Grouping of data. Distribution series. Statistical tables and graphs. Theory of a statistical indicator. Mean values and indicators of variation. Series of dynamics. Trends in the dynamics series. Index method. Sampling method. Correlation and regression analysis.

2. Course learning outcomes: upon completion of the course, students will be expected to

- know: principles and methods of collecting and processing statistical data, technique of visual representation of statistical data, the essence of generalizing statistical indicators, methods of descriptive statistics and time series analysis, the main types of indices, their interrelation and significance for understanding market conditions, theoretical bases of the sampling method, methods of correlation and regression analysis;
- be able to: collect the necessary statistical information, form arrays of initial statistical information, analyze and predict the state and development of socio-economic phenomena and processes using a system of statistical indicators, identify interrelations and patterns in the development of socio-economic phenomena and processes;
- possess: application software tools for statistical data analysis.

3. Competencies

BPC-17. Carry out applied statistical analysis at the macro and micro levels of economic processes and phenomena.

4. Requirements and forms of midcourse evaluation and summative assessment

The module-based rating system is used. Mid-course evaluation: tests, defending of reports on laboratory classes. Summative assessment: pass/fail.