



COURSE SYLLABUS

2019/2020 Academic Year

1. GENERAL COURSE INFORMATION

1.1. Course Name	Statistics								
1.2. Study Programme	Tourist Destination Management and Marketing professional undergraduate study programme								
1.3. Course Short Name	STAT	1.7. Year of Study	First						
1.4. Course Code	TDM19304	1.8. Semester	First/ Winter						
1.5. Course Status	Obligatory	1.9. ECTS	5						
1.6. Course Structure	<table border="1"> <thead> <tr> <th>Type of Class</th> <th>Total Hours</th> </tr> </thead> <tbody> <tr> <td>Lectures</td> <td>10</td> </tr> <tr> <td>Exercises</td> <td>20</td> </tr> </tbody> </table>	Type of Class	Total Hours	Lectures	10	Exercises	20	1.10. Class Venue and Schedule	Bernays – According to published schedule
Type of Class	Total Hours								
Lectures	10								
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2. TEACHING STAFF

2.1. Lecturer in Charge	Mia Flander Tadić	2.6. Course Associates
2.2. Academic Rank	MA	2.7. Academic Rank
2.3. Teaching Rank	Lecturer	2.8. Teaching Rank
2.4. Contact e-mail	mia.flander-tadic@bernays.hr	2.9. Contact e-mail
2.5. Consultations	According to published schedule	2.10. Consultations

3. COURSE DESCRIPTION

3.1. Course Objectives	The objective of the course “Statistics” is to introduce students to the basic concepts and ideas of business statistics necessary for the understanding and implementation of elementary statistical analysis in business practice. Learning about the possibilities of more complex methods and procedures of statistical analysis that are mainly conducted by specialized institutions and individuals.
3.2. Enrolment Criteria	There are no specific enrolment requirements.



3.3. Learning Outcomes	<p>LO1: Explain the types of variables and data, the sampling process.</p> <p>LO2: Interpret the data of any type, tabular and graphic.</p> <p>LO3: Calculate and interpret the basic measures of central tendency and variability.</p> <p>LO4: Explain correlation analysis and correctly interpret the default data.</p> <p>LO5: Explain simple regression analysis on the given data and interpret model parameters.</p>																				
3.4. Course Content	<ol style="list-style-type: none"> 1. Introductory lecture 2. Historical development of statistics, meaning and use 3. Mode, layout objects, preliminary exams, grading 4. Types of variables, data types 5. Sampling, exercises 6. Graphic representation of data 7. Measures of central tendency and variability measures 8. Instructions for first preliminary exam 9. First preliminary exam 10. Indexes, index types, and methods of calculation 11. Correlation and correlation coefficient 12. Regression and simple linear regression 13. Instructions for second preliminary exam 14. Second preliminary exam 15. What do we know about statistics? 																				
3.5. Types of Class Activities	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="text-align: center;">X</td> <td>Lectures</td> <td style="text-align: center;">X</td> <td>Exercises</td> <td style="text-align: center;"></td> <td>Field Trips</td> <td style="text-align: center;"></td> <td>Multimedia and Network</td> <td style="text-align: center;"></td> <td>Mentored Paper</td> </tr> <tr> <td style="text-align: center;">X</td> <td>Seminars and Workshops</td> <td style="text-align: center;"></td> <td>Distance Learning</td> <td style="text-align: center;"></td> <td>Independent Assignments</td> <td style="text-align: center;"></td> <td>Laboratory</td> <td style="text-align: center;"></td> <td>Misc.</td> </tr> </table>	X	Lectures	X	Exercises		Field Trips		Multimedia and Network		Mentored Paper	X	Seminars and Workshops		Distance Learning		Independent Assignments		Laboratory		Misc.
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3.6. Course Language	Croatian Language																				
3.7. Student Obligations	Class attendance is obligatory. Regular class attendance significantly facilitates passing the course.																				
3.8. Monitoring Student Work and ECTS	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="text-align: center;">1</td> <td>Class Attendance</td> <td style="text-align: center;"></td> <td>Written Exam</td> <td style="text-align: center;"></td> <td>Seminar Paper</td> <td style="text-align: center;">4</td> <td>Preliminary Exam(s)</td> <td style="text-align: center;"></td> <td>Project</td> </tr> <tr> <td style="text-align: center;"></td> <td>Activities in Class</td> <td style="text-align: center;"></td> <td>Oral Exam</td> <td style="text-align: center;"></td> <td>Research</td> <td style="text-align: center;"></td> <td>Essay</td> <td style="text-align: center;"></td> <td>Misc.</td> </tr> </table>	1	Class Attendance		Written Exam		Seminar Paper	4	Preliminary Exam(s)		Project		Activities in Class		Oral Exam		Research		Essay		Misc.
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3.9. Grading Students during Class and Final Exam	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left;">Grade Type</th> <th style="text-align: center;">Points</th> </tr> </thead> <tbody> <tr> <td>1. Class Attendance (exercises during lectures)</td> <td style="text-align: center;">10</td> </tr> <tr> <td>2. Preliminary Exam 1</td> <td style="text-align: center;">45</td> </tr> <tr> <td>3. Preliminary Exam 2</td> <td style="text-align: center;">45</td> </tr> <tr> <td>Total Points (lectures + final exam)</td> <td style="text-align: center;">100</td> </tr> </tbody> </table>	Grade Type	Points	1. Class Attendance (exercises during lectures)	10	2. Preliminary Exam 1	45	3. Preliminary Exam 2	45	Total Points (lectures + final exam)	100										
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3.10. Obligatory Literature	<ol style="list-style-type: none"> 1. Dumičić, K. et al. (2011). <i>Poslovna statistika</i>, Zagreb: Element. (selected chapters) 2. Gogala, Z. (2000). <i>Osnove statistike</i>. Zagreb: Sinergija. (selected chapters) 																				



3.11. Supplementary Literature

1. Petz, M. (2012). *Petzova statistika - osnovne statističke metode za nematematičare*. Zagreb: Naklada Slap
2. Papić, M. (2005). *Primijenjena statistika u MS Excelu*. Zagreb: Zoro
3. Šošić, I, Serdar, V. (2000). *Uvod u statistiku*. Zagreb: Školska knjiga.

3.12. Quality Monitoring Methods

Observations and evaluation of teaching; student questionnaires