UNIVERSIDAD DE CASTILLA - LA MANCHA
GUÍA DOCENTE

1. General information

Course: STATISTICAL TECHNIQUES FOR BUSINESS	**Code:** 54336
Type: ELECTIVE	**ECTS credits:** 6
Degree: 318 - UNDERGRADUATE DEGREE IN BUSINESS MANAGEMENT AND ADMINISTRATION (TO)	**Academic year:** 2023-24
Center: 6 - FACULTY OF LAW AND SOCIAL SCIENCES	**Group(s):** 40 42 45
Year: 4	**Duration:** First semester
Main language: Spanish	**Second language:** English
Use of additional languages:	**English Friendly:** Y
Web site:	**Bilingual:** N

Lecturer: **BEATRIZ LARRAZ IRIBAS** - Group(s): **40 42 45**

Building/Office	Department	Phone number	Email	Office hours
San Pedro Mártir/Estadística	ECONOMÍA APLICADA I	ext 5085	beatriz.larraz@uclm.es	

2. Pre-Requisites

Not established

3. Justification in the curriculum, relation to other subjects and to the profession

Not established

4. Degree competences achieved in this course

Course competences

Code	Description
E07	Understand the economic environment as a result and application of theoretical or formal representations on how the economy works. To do so, it will be necessary to be able to understand and use common handbooks, as well as articles and, in general, leading edge bibliography in the core subjects of the curriculum.
E08	Ability to produce financial information, relevant to the decision-making process.
G01	Possession of the skills needed for continuous, self-led, independent learning, which will allow students to develop the learning abilities needed to undertake further study with a high degree of independence.
G03	Develop oral and written communication skills in order to prepare reports, research projects and business projects and defend them before any commission or group of professionals (specialised or non-specialised) in more than one language, by collecting relevant evidence and interpreting it appropriately so as to reach conclusions.
G04	Ability to use and develop information and communication technologies and to apply them to the corresponding business department by using specific programmes for these business areas.

5. Objectives or Learning Outcomes

Course learning outcomes

Description

To know the models and techniques of analysis of the economic and legal environment that companies currently face, with special attention to the search for opportunities and the anticipation of possible changes.

Additional outcomes

6. Units / Contents

Unit 1:
Unit 2:
Unit 3:
Unit 4:
Unit 5:
Unit 6:

7. Activities, Units/Modules and Methodology

Training Activity	Methodology	Related Competences (only degrees before RD 822/2021)	ECTS	Hours	As	Com	Description
Class Attendance (theory) [ON-SITE]	Lectures	E07 E08 G01 G03 G04	0.9	22.5	N	-	
Class Attendance (practical) [ON-SITE]	Combination of methods	E07 E08 G01 G03 G04	0.9	22.5	N	-	
Study and Exam Preparation [OFF-SITE]	Self-study	E07 E08 G01 G04	1.6	40	N	-	
Other on-site activities [ON-SITE]	Workshops and Seminars	E07 G01 G03 G04	0.52	13	Y	N	

Writing of reports or projects [OFF-SITE]	Group Work	E07 E08 G01 G03 G04	2	50	Y	Y	
Final test [ON-SITE]	Assessment tests	E07 G01 G04	0.08	2	Y	Y	
		Total:	**6**	**150**			
	Total credits of in-class work: 2.4				**Total class time hours: 60**		
	Total credits of out of class work: 3.6				**Total hours of out of class work: 90**		

As: Assessable training activity

Com: Training activity of compulsory overcoming (It will be essential to overcome both continuous and non-continuous assessment).

8. Evaluation criteria and Grading System

Evaluation System	Continuous assessment	Non-continuous evaluation*	Description
Assessment of problem solving and/or case studies	40.00%	0.00%	
Assessment of active participation	10.00%	0.00%	
Final test	20.00%	100.00%	
Fieldwork assessment	30.00%	0.00%	
Total:	**100.00%**	**100.00%**	

According to art. 4 of the UCLM Student Evaluation Regulations, it must be provided to students who cannot regularly attend face-to-face training activities the passing of the subject, having the right (art. 12.2) to be globally graded, in 2 annual calls per subject , an ordinary and an extraordinary one (evaluating 100% of the competences).

9. Assignments, course calendar and important dates

Not related to the syllabus/contents

Hours	hours
Study and Exam Preparation [AUTÓNOMA][Self-study]	4
Other on-site activities [PRESENCIAL][Workshops and Seminars]	1
Writing of reports or projects [AUTÓNOMA][Group Work]	20
Final test [PRESENCIAL][Assessment tests]	2

Unit 1 (de 6):

Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	3
Class Attendance (practical) [PRESENCIAL][Combination of methods]	3
Study and Exam Preparation [AUTÓNOMA][Self-study]	4
Other on-site activities [PRESENCIAL][Workshops and Seminars]	1
Writing of reports or projects [AUTÓNOMA][Group Work]	4

Group 45:	
Initial date: 12-09-2022	**End date:** 23-09-2022

Group 40:	
Initial date: 12-09-2022	**End date:** 23-09-2022

Group 42:	
Initial date: 12-09-2022	**End date:** 23-09-2022

Unit 2 (de 6):

Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	3
Class Attendance (practical) [PRESENCIAL][Combination of methods]	3
Study and Exam Preparation [AUTÓNOMA][Self-study]	4
Other on-site activities [PRESENCIAL][Workshops and Seminars]	1
Writing of reports or projects [AUTÓNOMA][Group Work]	4

Group 45:	
Initial date: 26-09-2022	**End date:** 07-10-2022

Group 40:	
Initial date: 26-09-2022	**End date:** 07-10-2022

Group 42:	
Initial date: 26-09-2022	**End date:** 07-10-2022

Unit 3 (de 6):

Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	4.5
Class Attendance (practical) [PRESENCIAL][Combination of methods]	4.5
Study and Exam Preparation [AUTÓNOMA][Self-study]	8
Other on-site activities [PRESENCIAL][Workshops and Seminars]	3
Writing of reports or projects [AUTÓNOMA][Group Work]	6

Group 40:	
Initial date: 10-10-2022	**End date:** 28-10-2022

Group 42:	
Initial date: 10-10-2022	**End date:** 28-10-2022

Group 45:	
Initial date: 10-10-2022	**End date:** 28-10-2022

Unit 4 (de 6):

Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	3
Class Attendance (practical) [PRESENCIAL][Combination of methods]	3
Study and Exam Preparation [AUTÓNOMA][Self-study]	4
Other on-site activities [PRESENCIAL][Workshops and Seminars]	2
Writing of reports or projects [AUTÓNOMA][Group Work]	4

Group 45:

Initial date: 31-10-2022	**End date:** 11-11-2022

Group 40:

Initial date: 31-10-2022	**End date:** 11-11-2022

Group 42:

Initial date: 31-10-2022	**End date:** 11-11-2022

Unit 5 (de 6):

Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	4.5
Class Attendance (practical) [PRESENCIAL][Combination of methods]	4.5
Study and Exam Preparation [AUTÓNOMA][Self-study]	8
Other on-site activities [PRESENCIAL][Workshops and Seminars]	2
Writing of reports or projects [AUTÓNOMA][Group Work]	6

Group 40:

Initial date: 14-11-2022	**End date:** 02-12-2022

Group 42:

Initial date: 14-11-2022	**End date:** 02-12-2022

Group 45:

Initial date: 14-11-2022	**End date:** 02-12-2022

Unit 6 (de 6):

Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	4.5
Class Attendance (practical) [PRESENCIAL][Combination of methods]	4.5
Study and Exam Preparation [AUTÓNOMA][Self-study]	8
Other on-site activities [PRESENCIAL][Workshops and Seminars]	3
Writing of reports or projects [AUTÓNOMA][Group Work]	6

Group 40:

Initial date: 05-12-2022	**End date:** 22-12-2022

Group 42:

Initial date: 05-12-2022	**End date:** 22-12-2022

Group 45:

Initial date: 05-12-2022	**End date:** 22-12-2022

Global activity

Activities	hours
Class Attendance (practical) [PRESENCIAL][Combination of methods]	22.5
Class Attendance (theory) [PRESENCIAL][Lectures]	22.5
Study and Exam Preparation [AUTÓNOMA][Self-study]	40
Other on-site activities [PRESENCIAL][Workshops and Seminars]	13
Writing of reports or projects [AUTÓNOMA][Group Work]	50
Final test [PRESENCIAL][Assessment tests]	2
Total horas:	150

10. Bibliography and Sources

Author(s)	Title/Link	Publishing house	Citv	ISBN	Year	Description
Chasco, C. y Fernández-Avilés, G.	Análisis de datos espacio-temporales para la economía y el geomarketing	NETBIBLO		9788497453479	2009	
	http://www.netbiblo.com/content/n5027q/?p=7283476b9b9e4c4c93a488306a83e1de&pi=0					
Cuadras, C.M.	Métodos de análisis multivariante	Barcelona PPU, 1991		84-7665-771-4	2005	
Fernández-Avilés, G. y Pindado, G.	Reducción de la Dimensionalidad e Indicadores de Bienestar: El atlas de bienestar socio-económico español	Editorial Académica Española		978-3848467426	2012	
	http://www.amazon.com/Reducci%C3%B3n-Dimensionalidad-Indicadores-Bienestar-socio-econ%C3%B3mico/dp/3848467429					
Hair, J., Anderson, R., Tatham, R. y Black, W.	Análisis multivariante	Prentice Hall		978-0138132637	1999	
Montero, JM., Fernández-Avilés, G. y Mateu, J.	Spatial and Spatio-Temporal Geostatistical Modeling and Kriging	Wiley		978-1-118-41318-0	2015	
	http://eu.wiley.com/WileyCDA/WileyTitle/productCd-1118413180.html					
Peña, D.	Análisis de datos multivariantes	McGraw-Hill, Interamericana de España		978-84-481-3610-9	2010	

Uriel, E. y Aldas, J.	Análisis multivariante aplicado	Thomson Paraninfo		2005
	Análisis multivariable para las ciencias sociales	Pearson Education	978-84-205-3727-6	2008
	Análisis multivariante	Prentice Hall	978-84-8322-035-1	2010
	Análisis multivariante / Joseph F. Hair ... [et al.] ; tradu	Prentice Hall	84-8322-035-0	1999