<p style="text-align:center">**Applied Statistics Course Description**</p>

Faculty: of Economy

Study program: Bachelor in Business Administration

Course Title: Applied Statistics for Business Studies

Course Credits: 5

Language of Instruction: Albanian

Course Description: describe the course content, purpose, contributions, etc. and what the learner may expect if enrolled in the course.

The subject of Applied Statistics for Business Administration studies is intended to be comprehensible and at the same time a connecting module between theoretical/mathematical statistics delivered in the 2nd semester of the first year of studies and quantitative research methods and econometrics which are included as elective modules in 3rd year or further in post-graduate studies. This is a module that is mainly based on the application of the basic concepts of statistics and their illustration with concrete examples in the field of business.

First, the examples applied by researchers in the field of business studies are recalled from the previous module of theoretical statistics in the lecture, and then in the seminar with a real-world database, each student is practiced with the implementation of commands for generating the results of statistical analysis, and most importantly, their interpretation.

Course Goals: Describe a practical purpose for the course, often are or relate to core competences. These are general learning outcomes

The reason why this course is necessary for the business administration academic profile is related to the fact that it helps to analyze the data of different markets: labor, capital, products and services and entrepreneurship. There is a growing trend in the use of technology and big data to analyze markets and part of this program is dedicated to the applied aspect of statistics to advance quantitative research methods and thus prepare students for primary research in their assignments, course and diploma thesis. In addition, the ability to use statistical packages is a strong point of training in business administration.

Course Requirements: List and describe the assessments which contribute to course score. (May include exams, portfolios, participation, attendance, papers, oral reports, group projects, assignments, etc.)

In this module, the part of mathematical calculations is covered by the statistical software for social sciences SPSS, and the emphasis is placed on the application and interpretation of knowledge in research and practical situations related to business and economics subjects according to these directions or group of main subjects: (i) human resource management, organizational behavior, organizational psychology and the labor market; (ii) SME management, entrepreneurship and leadership (iii) marketing research, promotion, industry and macroeconomic analysis (iv) accounting auditing, business ethics and social responsibility

Grading: Indicate how a final course grade (including credit/no credit) will be assigned

Participation in seminars: 10%

Individual coursework: 30%

Final exam: 60%

Course Schedule: Course frequency

The Schedule of Activities is subject to change. Lecture and seminar/lab sessions are 2 hours per week throughout the first semester (15 weeks in total) of the 2nd academic year of studies.

(Maximum 250 words)