

A.A.2013-2014  
Bachelor Degree –Master Degree  
**Applied Statistics**  
**Module : Quantitative Methods for Management**

Lecturers: Molteni Luca e Tonini Daniele

Credits	SSD Subject code	Lectures (hours)	Tutorials (hours)	Lab (hours)	Seminars (hours) [inserire voce: es. attività di campo; seminari; uscite;...]	Year	Teaching Language
6	SECS- S/02	40				1	English

**Goals and learning outcomes**

The course aims to introduce students to the main areas of applications of statistics in industrial statistics and in market statistics

**Prerequisites**

None

**Course content**

Foundations and principal techniques of industrial statistics: comparison of means and variances, control charts, design of experiments. Foundations and principal techniques of market statistics: market research, preliminary statistical analysis, design of a new product, discrete choice models, regression and Conjoint Analysis.

**Mode of delivery**

**Recommended reading list (Bibliography)**

- Joglekar A. M. (2010) Industrial Statistics - Practical Methods and Guidance for Improved Performance, Wiley (Chapters 1,2,3,6.)
- Mooi E. and M. Sarstedt (2011) A Concise Guide to Market Research The Process, Data, and Methods Using IBM SPSS Statistics, Springer (Chapters 1-7).

**Assessment**

The course will use the e-learning platform. There will be a written mid-term exam. The final exam will be written on the first 2 or 3 available dates. The teacher will announce when he will switch to an oral exam on the e-learning platform.

**Office hours**

**Academic Timetable**

[http://www3.uninsubria.it/pls/uninsubria/consultazione.mostra\\_pagina?id\\_pagina=6606](http://www3.uninsubria.it/pls/uninsubria/consultazione.mostra_pagina?id_pagina=6606)

**Exam sessions**

[http://www3.uninsubria.it/pls/uninsubria/consultazione.mostra\\_pagina?id\\_pagina=6605](http://www3.uninsubria.it/pls/uninsubria/consultazione.mostra_pagina?id_pagina=6605)