# AYDIN ADNAN MENDERES UNIVERSITY
## COURSE INFORMATION FORM

| Course Title | Statistics | | | | | | |
|---|---|---|---|---|---|---|---|
| Course Code | İŞT152 | | Couse Level | Short Cycle (Associate's Degree) | | | |
| ECTS Credit | 2 | Workload | 50 *(Hours)* | Theory | 2 | Practice | 0 | Laboratory | 0 |
| Objectives of the Course | Student aims to explain the concept of statistics and gain general statistical skills | | | | | | |
| Course Content | Basic statistics skills | | | | | | |
| Work Placement | N/A | | | | | | |
| Planned Learning Activities and Teaching Methods | Explanation (Presentation), Discussion, Problem Solving | | | | | | |
| Name of Lecturer(s) | Ins. Tuğba KAVLU | | | | | | |

## Assessment Methods and Criteria

| Method | Quantity | Percentage (%) |
|---|---|---|
| Midterm Examination | 1 | 40 |
| Final Examination | 1 | 70 |

## Recommended or Required Reading

| | |
|---|---|
| 1 | Betimsel İstatistik, Necmi Gürsakal, Dora Yayıncılık |
| 2 | Burhan Çil, İstatistik, Detay Yayıncılık, |
| 3 | Vasfi Nadir Tekin, "İstatistiğe Giriş", Seçkin Yayıncılık |

| Week | Weekly Detailed Course Contents | |
|---|---|---|
| 1 | Theoretical | Collect the data |
| 2 | Theoretical | Transforming data into series |
| 3 | Theoretical | Transforming data into series |
| 4 | Theoretical | To calculate the variability measures of the series |
| 5 | Theoretical | To calculate the variability measures of the series |
| 6 | Theoretical | Calculate the probabilities |
| 7 | Theoretical | Calculate the probabilities |
| 8 | Theoretical | Analyzing with random variables |
| 9 | Intermediate Exam | midterm |
| 10 | Theoretical | Sampling |
| 11 | Theoretical | Applying test types |
| 14 | Theoretical | To make index calculations |
| 15 | Theoretical | To make index calculations |
| 16 | Final Exam | Final Examination |

## Workload Calculation

| Activity | Quantity | Preparation | Duration | Total Workload |
|---|---|---|---|---|
| Lecture - Theory | 14 | 0 | 2 | 28 |
| Reading | 10 | 0 | 1 | 10 |
| Midterm Examination | 1 | 5 | 1 | 6 |
| Final Examination | 1 | 5 | 1 | 6 |
| | | | Total Workload (Hours) | 50 |
| | | | [Total Workload (Hours) / 25*] = **ECTS** | 2 |

*25 hour workload is accepted as 1 ECTS

## Learning Outcomes

| | |
|---|---|
| 1 | Recognize the definition of statistics and its relation with other sciences. |

| 2 | Express the basic concepts of statistics. |
|---|---|
| 3 | To make simple statistical calculations |
| 4 | Explain the variability measures. |
| 5 | Determines the data of variables / variables. |
| 6 | Calculates descriptive statistics from these data. |

**Programme Outcomes** *(Marketing)*

| 1 | To develop capabilities of using IT instruments, |
|---|---|
| 2 | To plan process of occupation and application of this capabilities. |
| 3 | To develop communicating in a foreign language. |
| 4 | To develop product decisions |
| 5 | To reflect the personality of customer oriented personality in every aspect of life. |
| 6 | To develop abilities in international marketing. |
| 7 | To develop active and entrepreneur spirit. |
| 8 | To define pitfalls on the way in occupational path. |
| 9 | To develop occupational ethical philosophy. |
| 10 | To develop life time learning capabilities. |
| 11 | To develop understanding of industrial problems. |
| 12 | To understand legal process. |
| 13 | To develop active communication skills. |
| 14 | To develop marketing and sales communication skills. |

**Contribution of Learning Outcomes to Programme Outcomes** *1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High*

|  | L3 |
|---|---|
| P1 | 3 |
| P2 | 3 |
| P4 | 3 |
| P5 | 5 |
| P6 | 1 |
| P7 | 3 |
| P8 | 5 |
| P10 | 5 |
| P11 | 4 |
| P14 | 4 |