AYDIN ADNAN MENDERES UNIVERSITY
COURSE INFORMATION FORM

Course Title		Statistics					
Course Code		BSS110		Couse Level		Short Cycle (Associate's Degree)	
ECTS Credit	3	Workload	74 *(Hours)*	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		This course is intended to do with the student's statistical calculations.					
Course Content		Collect and convert the data series, evaluate the results of the data.					
Work Placement		N/A					
Planned Learning Activities and Teaching Methods		Explanation (Presentation), Problem Solving					
Name of Lecturer(s)		Ins. İsminaz ÖZCAN					

Assessment Methods and Criteria

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

Recommended or Required Reading

1	İstatistik, Burhan Çil, Detay Yayıncılık, Ankara, 2008.

Weekly Detailed Course Contents

Week		Weekly Detailed Course Contents
1	Theoretical	collect data
2	Theoretical	Convert the data series
3	Theoretical	Convert the data series
4	Theoretical	Calculate measures of variability of series
5	Theoretical	Calculate measures of variability of series
6	Theoretical	calculate probabilities
7	Theoretical	calculate probabilities
8	Theoretical	Analyzing with Random variables
9	Theoretical	Sampling
10	Theoretical	Applying different types of tests
11	Theoretical	Applying different types of tests
12	Theoretical	Overview of SPSS programs
13	Theoretical	Index calculations
14	Theoretical	Index calculations

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	2	42
Assignment	5	2	0	10
Midterm Examination	1	10	1	11
Final Examination	1	10	1	11
			Total Workload (Hours)	74
			[Total Workload (Hours) / 25*] = **ECTS**	3

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	Collect and convert the data series
2	Evaluate the results of the data
3	Estimating and interpreting descriptive statistics
4	To be able to distinguish parametric and non-parametric tests

5	To be able to establish and test hypotheses

Programme Outcomes *(Public Relations and Publicity)*

1	To gain the skills of interdisciplinary group work
2	To acquire the abilities of understanding and expressing yourself.
3	To acquire ability of Project design, execution and eveluation in terms strategic communication.
4	To obey the ethic rules in applications of public relations and to gain social responsibility awareness.
5	To improve written and oral communication skills.
6	To help understand the global and social effects of communication occupation.
7	To get information about current events and analyze them within the scope of communication occupation.
8	To benefit from new media and communication technologies.
9	To provide the ability for analyzing different communication systems with an integrated approach.
10	To be aware of his own qualification in the studies of public relations and advertising.
11	To gain the basic occupational knowlegde related to the public relation management.
12	Ability to use the methods and techniques of career planning and discussing the effects of character traits on career preferences.

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

	L1	L2	L4
P1	4	5	5
P2	4	5	5
P3	4	5	5
P4	4	5	5
P5	4	5	5
P6	4	4	5
P7	4	4	5
P8	4	5	5
P9	4	4	5
P10	4	5	5
P11	4	5	5