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UNIVERSITY OF NAPLES  
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Department of Management and  
Quantitative Studies

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## WHERE WE ARE

Department of  
MANAGEMENT AND QUANTITATIVE  
STUDIES

Palazzo Pacanowski  
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A.Y. 2015-16



UNIVERSITY OF NAPLES  
"PARTHENOPE"

GUIDANCE AND TUTORING

Department of  
MANAGEMENT AND QUANTITATIVE  
STUDIES

Bachelor Degree Course

Statistics and Information Technology  
for Business Management  
(Class L-41)

[www.uniparthenope.it](http://www.uniparthenope.it)

## COURSE OVERVIEW

The syllabus of the first level degree course in Statistics and Information Technology for Business Management is designed to train graduates with an adequate knowledge of the disciplines in the area of statistics and information technology, by focusing on methods and tools especially designed to support business strategic decision-making and marketing policies.

The primary objective of the degree course is to promote the acquisition of specific skills: collection, analysis and synthesis of business information; building, management and analysis of company databases.

## CAREER PROSPECTS

The first-level degree course in Statistics and Information Technology for Business Management aims to train graduates with an adequate knowledge of the disciplines of statistics and computer science, and it can provide the necessary support to strategic decision-making and marketing policies within a company.

This degree course qualifies graduates for admission to the Public Examination for the profession of junior actuary.

## SYLLABUS

This degree course comprises 20 modules and an internship, and aims to provide:

- a good grounding in mathematics, information technology, statistics, political economics and business economics;
- specialised knowledge in applied statistics, applied IT and mathematics;
- knowledge of related subjects, such as information and communication law;
- knowledge of optional subjects that look into topics covered by the course.

## SYLLABUS

<b>Year I</b>	<b>ECTS</b>
Information and Communication Law	9
Business Economics	9
Introduction to IT for Business Management	9
Institutions of Political Economics	12
Mathematics	9
Statistics	12
Foreign Language skills (En/Fr/Es/De)	9
<b>Year II</b>	
Data mining for Business Decisions	9
Business Economics and Management	9
Mathematical Methods for Economics	9
Simulation Models of Production Processes	6
Business Mathematical Software Design	9
Elective module	6
<b>Year III</b>	
Market Analysis	9
Economic and Financial Time-Series Analysis and Forecasting	9
Quantitative Methods for Business Management	9
Customer Relationship Management and Databases	9
Sample surveys and economic data quality	6
Economic Statistics	9
Final Examination	3
Elective module	6
Internship or alternative activities	3

For further information, please visit our website:  
[www.sigi.uniparthenope.it](http://www.sigi.uniparthenope.it)