PROGRAMME: BSc Hons International Hospitality Management

COURSE TITLE: STATISTICS

Course Code: STAT201  Credit hours: 3
Prerequisite/s: Nil  Co-requisite/s: Nil
Lecturer/s: Ilhan Demirer  Tel Ext: 5033

Lecturer’s email address: ilhan.demirer@emiratesacademy.edu

COURSE RATIONALE AND DESCRIPTION
Statistical data analysis is a critical component of managerial decision making in the tourism and hospitality sector. The quality and utility of managerial decisions based on statistical analysis relates to the identifying and applying an appropriate measure and an understanding of that measure’s reliability, validity and generalizability to the situation. Towards this end, the objective of this course is to help students understand the role of statistics in managerial decision making and equip them with the necessary analytical skill sets (including relevant software application tools) essential for effective managerial decision making. The course includes elements from descriptive as well as inferential statistics. Emphasis is placed on conceptual understanding, interpretation and application in the tourism and hospitality sector.

TEACHING AND LEARNING PHILOSOPHY
Students will be exposed to the conceptual principles of managerial statistics primarily through lectures. During tutorials, students will work individually and in groups to analyze data and solve problems. Standard software applications are extensively integrated in the data analysis and problem solving sessions to supplement conventional problem-solving techniques. Students will be given experiences which will allow them to formulate their understanding of descriptive and inferential statistics.

CONTRIBUTION TO GRADUATE PROFILE:
1. Students will be able to use software to analyze data.
2. Students will be able to use software to present and describe business data and information properly.
3. Students will be able to use statistical analysis to make informed decisions.

SPECIFIC LEARNING OUTCOMES

Knowledge:
Upon completion of this course, students will know how to:
LO1. Differentiate between types of data
LO2. Present and summarize data with tables and graphs
LO3. Understand probability distributions and risk
LO4. Understand statistical estimation and techniques of determining sample size.
LO5. Define a hypothesis and explain the steps of hypothesis testing.

Skill
Upon completion of this course, students will be able to demonstrate:
LO6. How to gather, organize, and record data.
LO7. Use software to analyze and present data.
LO8. Use software to prepare reports to present their findings.
Autonomy and Responsibility Competence
Upon completion of this course, students will be able to state the following reporting, regulating or ethical considerations:
LO9. The fair and accurate creating of data and analysis.

Self Development Competence
Upon completion of this course, students will be able to demonstrate the need to continually research and up skill the following areas:
LO10. Decision making skills through statistical analysis.

Role in Context Competence
Upon completion of this course, students will be able to effectively contribute to the following activities or endeavours:
LO11. Make decisions based on statistical analysis.
LO12. Use software to organize and analyse data.

TRANSFERABLE AND EMPLOYMENT SKILLS

<table>
<thead>
<tr>
<th>SKILLS</th>
<th>PRACTICED</th>
<th>TAUGHT</th>
<th>ASSESSED</th>
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<tbody>
<tr>
<td>1. Written Communication</td>
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<td>2. Verbal Communication</td>
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<td>3. Commercial Awareness</td>
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<td>4. Problem Solving</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<td>5. Networking</td>
<td>X</td>
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<td>6. Planning and Organising</td>
<td>X</td>
<td>X</td>
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<td>7. Numeracy</td>
<td>X</td>
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<td>8. Computer Literacy</td>
<td>X</td>
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<td>9. Time Management</td>
<td>X</td>
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<td>10. Research</td>
<td>X</td>
<td>X</td>
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<td>11. Team Work</td>
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<td>12. Leadership</td>
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<td>13. Negotiating</td>
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<td>14. Customer Service</td>
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LEARNING RESOURCES:

TEXTBOOKS:

RECOMMENDED READING:

COURSE MATERIALS AVAILABLE ON EAHM MOODLE
Class handouts will be available at [http://eahm.moodle.ae](http://eahm.moodle.ae)
EVALUATION & GRADING

ASSIGNMENTS (30%)
There will be weekly individual/group assignments. Details of the assignments will be available on Moodle. Students will upload their assignments to Moodle. The grading rubrics for the assignments are:
- Correct formulation and use of appropriate functions/tools (3 marks)
- Accuracy of the solution (2 marks)
- Interpretation of results (3 marks)
- Data formatting & presentation (2 mark)

PROGRESS TEST (30%)
Details of the progress test will be announced in the class.

FINAL EXAM (40%)
Details of the final exam will be announced in the class.

BONUS (10%)
There will be a short quiz at the end of each class. Results of these quizzes will be added up and converted to 10% and added as bonus points to student’s total grade.

ASSIGNMENTS: 30% assesses learning outcomes: 1-12
PROGRESS TEST: 30% assesses learning outcomes: 1-12
FINAL EXAM: 40% assesses learning outcomes: 1-12
BONUS: 10%

COURSE POLICIES

ATTENDANCE:
Attendance is very important in this course. Classes will begin promptly at the designated time and regular and punctual class attendance is expected. As stated in the EAHM Catalogue, students missing 3 classes will be withdrawn/failed from the course.

ASSIGNMENTS:
All assignments are due on the due date announced to the students and should be submitted via Moodle. Unless mandated by circumstances, e-mail submissions will not be accepted. An assignment submitted later than the specified deadline will not be accepted and will receive a zero score. No make-ups will be given for missed quizzes and homework, unless student has permission. Students should contact the instructor if they have any problems with the assignments.

ILLNESS AND DEATH NOTIFICATION:
It is students’ responsibility to inform the instructor about their medical or other emergencies. Students should inform the instructor within 48 hours (if possible), validated with physician’s note or other related document, which should be submitted to registrar’s office. Students are responsible for making up for the course work and other learning activities during their absence.

SPECIAL NEEDS:
Any student who, because of a disability, may require special arrangements in order to meet the course requirements should contact the instructor as soon as possible to make any necessary arrangements.

ACADEMIC INTEGRITY:
It is the aim of the faculty of the Emirates Academy of Hospitality Management to foster a spirit of complete honesty and high standard of integrity. The attempt of students to present as their own any work not honestly performed is regarded by the faculty and administration as a most serious offense and renders the offenders liable to serious consequences, possibly suspension. “Scholastic dishonesty” includes, but it not limited to, cheating, plagiarism, collusion, falsifying academic records, misrepresenting facts, and any act designed to give unfair academic advantage to the student (such as, but not limited to, submission of essentially the same written assignment for two courses
without the prior permission of the instructor) or the attempt to commit such an act. The EAHM policies on academic integrity, including cheating and plagiarism, will be strictly upheld in this class.

CIVILITY STATEMENT
Students are expected to assist in maintaining a classroom environment that is conducive to learning. Therefore, students are expected to respect the classroom and their classmates by: being on time, turning off their cell phones and computers, and not distracting others by: leaving the class early, doing homework, reading newspapers, chatting during the class, sleeping in the class, eating in the class, or in any way unnecessarily distracting fellow students from their purpose for being in class. Students should also respect the opinions of others, and use proper language. Guests are not allowed in the class. Inappropriate behaviours in the classroom shall result, minimally, in a request to leave class.

DISCLAIMER
The instructor reserves the right to amend or revise the course outline at any time during the semester. Any change will be announced in class. It is students’ responsibility to clarify the issue about the changes with the instructor.

SCHEDULE & CONTENT

<table>
<thead>
<tr>
<th>WEEK</th>
<th>DATE</th>
<th>TOPIC</th>
<th>READING</th>
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</thead>
<tbody>
<tr>
<td>1.</td>
<td>JAN 5</td>
<td>Introduction – Units of analysis / Sampling / Organizing data</td>
<td>Chapter 1 &amp; 7</td>
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<tr>
<td>2.</td>
<td>JAN 12</td>
<td>Types of measures / Sources of data / Data presentation</td>
<td>Chapter 1 &amp; 2</td>
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<tr>
<td>3.</td>
<td>JAN 19</td>
<td>Data presentation: Tables &amp; Graphs</td>
<td>Chapter 2</td>
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<td>4.</td>
<td>JAN 26</td>
<td>Descriptive statistics: Central tendency, spread, and z scores</td>
<td>Chapter 3</td>
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<td>5.</td>
<td>FEB 2</td>
<td>Probability</td>
<td>Chapter 4 &amp; 5</td>
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<td>6.</td>
<td>FEB 9</td>
<td>REVIEW &amp; PROGRESS TEST</td>
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<td>7.</td>
<td>FEB 16</td>
<td>Correlation / Significance testing</td>
<td>Chapter 3</td>
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<td>8.</td>
<td>FEB 23</td>
<td>Hypotheses testing: Comparing two means (t tests)</td>
<td>Chapter 9, 10 &amp; 12</td>
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<tr>
<td>9.</td>
<td>MAR 2</td>
<td>ANOVA / Regression Analysis</td>
<td>Chapter 11 &amp; 13</td>
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<tr>
<td>10.</td>
<td>MAR 9</td>
<td>ANOVA / Regression Analysis / Statistical power</td>
<td>Chapter 11 &amp; 13</td>
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<tr>
<td>11.</td>
<td>MAR 16</td>
<td>EXAM REVIEW</td>
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<tr>
<td>12.</td>
<td>MAR 23</td>
<td>FINAL EXAM WEEK</td>
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Note: Schedule is subject to change.