

# Syllabus

## Kursbeschreibung

<b>Titel der Lehrveranstaltung</b>	Data Management und Analytics
<b>Code der Lehrveranstaltung</b>	31010
<b>Zusätzlicher Titel der Lehrveranstaltung</b>	
<b>Wissenschaftlich-disziplinärer Bereich</b>	SECS-P/05
<b>Sprache</b>	Italienisch
<b>Studiengang</b>	Master in Tourismusmanagement
<b>Andere Studiengänge (gem. Lehrveranstaltung)</b>	
<b>Dozenten/Dozentinnen</b>	Dr. Luca Onorante, Luca.Onorante@unibz.it <a href="https://www.unibz.it/en/faculties/economics-management/academic-staff/person/10118">https://www.unibz.it/en/faculties/economics-management/academic-staff/person/10118</a>
<b>Wissensch. Mitarbeiter/Mitarbeiterin</b>	
<b>Semester</b>	Erstes Semester
<b>Studienjahr/e</b>	2
<b>KP</b>	6
<b>Vorlesungsstunden</b>	36 Online
<b>Laboratoriumsstunden</b>	-
<b>Stunden für individuelles Studium</b>	-
<b>Vorgesehene Sprechzeiten</b>	18 Online
<b>Inhaltsangabe</b>	<p>The course provides a comprehensive overview of key scientific concepts related to data analytics.</p> <p>Course objectives include:</p> <ol style="list-style-type: none"><li>1. Equipping students with a solid foundation in data management, including techniques for data storage, retrieval, cleansing, and manipulation.</li><li>2. Building proficiency in the application of statistical methods</li></ol>

	<p>and predictive analytics tools for analyzing and interpreting large-scale datasets.</p> <p>3. Developing the ability to design and implement effective, data-driven decision-making strategies across multiple industries.</p>
<b>Themen der Lehrveranstaltung</b>	Foundations of Econometrics Data Science Techniques
<b>Stichwörter</b>	data analytics, data management, statistical methods, predictive analytics, decision-making strategies
<b>Empfohlene Voraussetzungen</b>	Basic statistics, matrix algebra
<b>Propädeutische Lehrveranstaltungen</b>	
<b>Unterrichtsform</b>	Online
<b>Anwesenheitspflicht</b>	-
<b>Spezifische Bildungsziele und erwartete Lernergebnisse</b>	<p>Knowledge and understanding</p> <p>The student acquires the competence to apply knowledge and understanding about the role of tourism in the economic development of communities, regions and nations.</p> <p>The student acquires the competence to understand and quantitatively analyse tourism phenomena in order to support business decision-making processes.</p> <p>Ability to apply knowledge and understanding</p> <p>The student acquires specific skills in spatial planning and economic models related to tourism development.</p> <p>The student acquires mastery in the planning of mobility and digitalisation systems within the regional economy.</p> <p>The student also acquires the ability to read and understand economic analyses.</p> <p>The student acquires the ability to interpret and use summary indicators of interest for the economic and market development policies of tourist destinations as well as individual enterprises in the sector.</p> <p>The student understands and uses statistical-quantitative methodologies for the description, monitoring and evaluation of problems characterising the tourism system.</p> <p>Autonomy of judgement</p>

	<p>Acquire the ability to select data and use appropriate information to describe a problem concerning the management of tourism enterprises as well as tourism associations and destinations</p> <p><b>Communication skills</b></p> <p>The Master's degree graduate will be able to communicate effectively in oral and written form the specialised content of the individual disciplines, using different registers depending on the recipients and the communicative and didactic purposes, and to evaluate the formative effects of his/her communication. Written and oral communication skills are particularly developed in the training activities carried out for the preparation of the Master's thesis, in the discussion of business cases and in interactive lectures involving group discussions and the comparison of individual analyses.</p> <p><b>Learning skills</b></p> <p>to identify thematic connections and to establish relationships between different cases and contexts of analysis</p> <p>to frame a new problem systematically and generate appropriate taxonomies.</p> <p>to develop general models from the phenomena studied.</p>
<b>Spezifisches Bildungsziel und erwartete Lernergebnisse (zusätzliche Informationen)</b>	-
<b>Art der Prüfung</b>	Written- in presence
<b>Bewertungskriterien</b>	Understanding of course content
<b>Pflichtliteratur</b>	Provided during the course
<b>Weiterführende Literatur</b>	-
<b>Weitere Informationen</b>	-
<b>Ziele für nachhaltige Entwicklung (SDGs)</b>	Menschenwürdige Arbeit und Wirtschaftswachstum