

Syllabus

Course Description

Course Title	Data Management and Analytics
Course Code	31010
Course Title Additional	
Scientific-Disciplinary Sector	SECS-P/05
Language	Italian
Degree Course	Master in Tourism Management
Other Degree Courses (Loaned)	
Lecturers	Dr. Luca Onorante, Luca.Onorante@unibz.it https://www.unibz.it/en/faculties/economics-management/academic-staff/person/10118
Teaching Assistant	
Semester	First semester
Course Year/s	2
CP	6
Teaching Hours	36 Online
Lab Hours	-
Individual Study Hours	-
Planned Office Hours	18 Online
Contents Summary	<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"> 1. Equipping students with a solid foundation in data management, including techniques for data storage, retrieval, cleansing, and manipulation. 2. Building proficiency in the application of statistical methods and predictive analytics tools for analyzing and interpreting large-scale datasets. 3. Developing the ability to design and implement effective, data-driven decision-making strategies across multiple industries.

Course Topics	Foundations of Econometrics Data Science Techniques
Keywords	data analytics, data management, statistical methods, predictive analytics, decision-making strategies
Recommended Prerequisites	Basic statistics, matrix algebra
Propaedeutic Courses	
Teaching Format	Online
Mandatory Attendance	-
Specific Educational Objectives and Learning Outcomes	<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>Communication skills</p> <p>The Master's degree graduate will be able to communicate</p>

	<p>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>Learning skills</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>
Specific Educational Objectives and Learning Outcomes (additional info.)	-
Assessment	Written- in presence
Evaluation Criteria	Understanding of course content
Required Readings	Priveded during the course
Supplementary Readings	-
Further Information	-
Sustainable Development Goals (SDGs)	Decent work and economic growth