COURSE DETAIL

LANGUAGE LABORATORY: COMMUNICATION OF STATISTICS AND DATA BUSINESS ANALYTICS

Country
Italy

Host Institution
University of Bologna

Program(s)
University of Bologna

UCEAP Course Level
Upper Division

UCEAP Subject Area(s)
Statistics

UCEAP Course Number
171

UCEAP Course Suffix

UCEAP Official Title
LANGUAGE LABORATORY: COMMUNICATION OF STATISTICS AND DATA BUSINESS ANALYTICS

UCEAP Transcript Title
COMM OF STATS&DATA

UCEAP Quarter Units
6.00

UCEAP Semester Units
4.00

Course Description

This course is part of the Laurea Magistrale degree program and is intended for advanced level students. Enrolment is by permission of the instructor. The course is graded P/NP only. The course covers the main skills related to data communication: design of a data communication product, from the sourcing and interpretation of data to their graphic representation; and the creation of data visualizations, charts, and dashboards using the main tools of the industry. For both of these points, there are practical exercises, to gain mastery in specific data visualization tools or to favor a creative design process. The course discusses key topics related to these two skills, such as: evaluating accessibility and inclusivity of data communication products; the elements of visual and info design; audience-driven design; perception and bias, and their influence in data communication; exercises of creativity in the representation of data; a focus on maps and geo data; and a critical evaluation of data visualizations, to improve the efficiency and clarity communication products.

Language(s) of Instruction
English

Host Institution Course Number
96801

Host Institution Course Title
LANGUAGE LABORATORY: COMMUNICATION OF STATISTICS AND DATA BUSINESS ANALYTICS

Host Institution Course Details
https://www.unibo.it/en/teaching/course-unit-catalogue/course-unit/2023/469992

Host Institution Campus
BOLOGNA

Host Institution Faculty

Host Institution Degree
LM in STATISTICS, ECONOMICS, AND BUSINESS; LM in STATISTICAL SCIENCES

Host Institution Department
Statistical Sciences

Course Last Reviewed
2023-2024

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