### Syllabus

**Subject:** ECONOMETRICS

**Courses:** English group

**Degree:** MARKETING AND SALES MANAGEMENT DIRECTION

**Academic year:** 2012/2013

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<tr>
<th>Teachers:</th>
<th>Daniel del Castillo Soto</th>
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| Period of classes and year: | First quarter  
4th Course |
| Type of course: | OB |
| Language in which the course will be taught: | English |
| No. Of credits: | 3 |
| Hours per week: | 2 |

Department Economics
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1. Teachers’ Contact details

Daniel del Castillo Soto
daniel.delcastillo@esic.edu

2. Description of the subject

Econometrics puts an end to the quantitative formation of the students of marketing and sales management. The observation of the reality and the need to make decisions using equations, causal methodology and simplifying reality. Throughout the specification and estimation of structural equations, previously contrasted. Mathematical, Statistics and Economics come together to make decisions.

3. Subject Aims

Teaching students manage the estimating equations by the method of ordinary least squares, contrast and predict business situations. Verification of the basic assumptions of the general linear model to check the verification of a good structural modeling and resolutions of special problems in specification and estimation.

4. Skills

Autonomous learning
Practical applications
Ability to quantify relationships between variables
Ability to work systematically
Ability to use the theory.
Capacity of analysis y synthesis
Capacity to pose and solve problems

Specifics skills

Statistics, mathematical and applied economic with real data.
Analyze and interpret business data
Management of computer programs.
5. Methodology
Development theory classes with practical exercises. Development and estimation of an empirical econometric model. Be used as support computer software.

6. Resource Materia
Professor sent notes to student through the platform Eriete.

7. Practical Coursework

8. Evaluation Process
   a. Attendance
      Attendance, under the rules of the school
      From +1 to -1 point
   
   b. Class Tests, Mandatory Coursework, Other Coursework
      50% of the final grade for the course and always with an attendance of at least 70%
   
   c. Final Exam, ordinary and extraordinary
      50% of the final grade for the course
9. Subject Program

a. Course Detail

LESSON 1.- NATURE OF ECONOMETRIC
LESSON 2.- SIMPLE LINEAR MODEL
LESSON 3.- SPECIAL PROBLEMS OF THE MODEL
LESSON 4.- EXTENSIONS TO THE LINEAR MODEL
LESSON 5.- DEVELOPMENT OF STRUCTURAL MODELS

b. Course Development

LESSON 1.- NATURE OF ECONOMETRIC
Concept of Econometrics. Stages Econometrics. Objectives Econometrics

LESSON 2.- SIMPLE LINEAR MODEL
Presentation of the linear model. Estimation of the linear model. 2.3. Statistical testing of the del model. Empirical model

LESSON 3.- SPECIAL PROBLEMS OF THE MODEL

LESSON 4.- EXTENSIONS TO THE LINEAR MODEL

LESSON 5.- DEVELOPMENT OF STRUCTURAL MODELS
Initial estimate and research strategy. Estimation and model diagnosis. Model valid versus correct model. Economic forecast using a structural model

10. **Recommended Reading**

**a. Further Reading**

A.H. STUDENMUND., *USING ECONOMETRICS*, 6TH ED., PEARSON

ISBN 9780131379985

JH.STOCK AND MM.WATSON, *INTRODUCTION ECONOMETRICS*: 3RD ED., PEARSON

ISBN 9780273753568

**b. Online Support Material**


**Note:** The books and other documents that appear under Mandatory Reading, which are necessary to follow the course adequately in the classroom, will follow the Documentation Policy of the school. This states that the student can have access to these books through the library and or in the bookshop when these services are available on campus. Remember buying course books or other material for the courses will always be a voluntary action on the part of the students and at no point can we make it obligatory.

**Use the following criteria for each book or other materials:** Title, Authors, year of Publication and Editorial, and if possible the ISBN No.