COURSE NUMBER: BAN568

COURSE TITLE: Techniques of Statistical Analysis

PREREQUISITE: BAN 232 or BAN530

INSTRUCTOR: Valerie P. Muehsam, Ph.D.

OFFICE: Smith-Hutson Business Building, Room 103E

PHONE: (936) 294-3712 (Office) (936) 714-9452 (Mobile)

e-mail: pepper@shsu.edu

On Campus Meeting Times August 6th – 18th 2007:
TTS 8:00 a.m. – 10:50 a.m. Room 135
Web Schedule: December 9, 2007 to April 6, 2008


DESCRIPTION OF COURSE:
A study of the concepts and application of some of the widely used statistical and quantitative techniques for decision making. Topics include statistical inference, ANOVA, correlation, simple linear regression, multiple regression and time series.

COURSE OBJECTIVES:
The major objectives of this course are:

1. To introduce the students to a variety of common quantitative techniques used in the business sector.
2. To familiarize the students with analyzing count data using chi-square goodness-of-fit procedures.
3. To introduce the students to analysis of variance procedures.
4. To familiarize the students with the techniques used to investigate the existence of relationships between two variables – correlation analysis and simple linear regression.
5. To familiarize the students with multiple linear regression. The strengths and weaknesses of the procedure along with common misinterpretations will be emphasized.
COURSE STRUCTURE:
The lectures will emphasize concepts, motivation, interpretation, and present vocabulary. Statistical formulas will be given and discussed on a heuristic basis. Mathematical derivations of the formulas will not be presented.

COURSE EVALUATION PROCESS:

Exams
There will be two major exams, online problem sets and a course project.

Evaluations
Exam I 30%
Exam II 30%
Online Assignments 30%
Course Project 10%

The course grade will be based on the following grading scale:
A .... 90 - 100
B .... 75 - 89
C .... 65 - 74
F .... below 65

BLACKBOARD
I will be utilizing Blackboard online course management system (found at http://blackboard.shsu.edu) for this course. All assignments and notices, including grades, will be kept online.

DISABLED STUDENT POLICY
It is the policy of Sam Houston State University that no otherwise qualified disabled individual shall, solely by reason of his/her handicap, be excluded from the participation in, be denied the benefits of, or be subjected to discrimination under any academic, Student Life program, or activity. Disabled students may request help with academically related problems stemming from individual disabilities from their instructors, department/division chair, or by contacting the Director of the Counseling Center, Lee Drain Annex, or by calling (936) 294-1720.

CLASS ATTENDANCE
Class attendance is required. Roll will be taken during each class period. Students are responsible for materials covered during class periods that are missed. Students missing classes may miss important announcements, special assignments, and handouts.

TOPICS/TENTATIVE COURSE OUTLINE
Topic(s)
Role of Statistics in Business
Statistical Inference of means and proportions
Analysis of Variance
Exam I – August 11, 2007
Goodness-of-Fit Analysis
Correlation Analysis and Simple Linear Regression
Multiple Regression and Model Selection
Exam II – August 18, 2007
Web Schedule TBA: December 9, 2007 to April 6, 2008