

BANA 5368, Techniques of Statistical Analysis  
Darren Grant  
237M Smith-Hudson  
dgrant@shsu.edu

Summer 2012, Section 01: 6- 9:50 pm M, W  
Office Hours: 5-6 pm M, W, and by appt.  
(936) 294-4324  
<http://www.shsu.edu/~dpg006/>

Welcome! This MBA class is about learning how to describe data, draw conclusions from data, and present this information to others. It is designed for students who already possess basic knowledge of statistics, as covered in BANA 5300, BANA 3363, or its equivalent.

Learning Objectives: In this course, the student will learn to conduct descriptive and inferential statistical analysis, with emphasis on computer applications. In particular, we will discuss:

- how to display the salient qualities of data in a way that is accurate, descriptive, and visually appealing; and
- how to form appropriate inferences about cause and effect from data.

By the Book: Keller, *Statistics for Management and Economics*. Either the 8<sup>th</sup> or the 9<sup>th</sup> editions are OK. You are expected to have your own copy of the book and to bring it to class each day. Please also bring a flash drive to every class.

Attendance: Attendance and punctuality are expected and are incorporated into your professionalism grade, but you are allowed to miss one class without penalty. A student who misses three or more classes without an appropriate excuse (severe illness or death in the family) will receive an F in the class. Being tardy to class equals half an absence; missing one hour or more of a class equals one absence.

Making Up: I cannot accept late homeworks except in the most exceptional and unexpected circumstances (typically, severe illness or death in the family). In those instances, appropriate documentation will be required. The same policy applies for tests.

Begraded: Your numerical grade in this class is based on your performance on two exams, a presentation, and professionalism; each is worth 25% of your grade.

An initial professionalism grade is formed by averaging the grades on your two homework sets, and then is adjusted upward for exemplary participation, or downward for excessive absences or improper classroom decorum, including cell use.

Each of these elements is graded on a scale of 0-100, and then averaged to generate a final course average. This is converted to a letter grade using the standard scale: 90-100 = A; 80-89 = B; 70-79 = C; 60-69 = D; 0-59 = F.

E-Mail Policy: E-Mail is an acceptable form of communication for all class matters. I may sometimes send messages out through the Blackboard system to your SHSU e-mail address; if so I expect you will receive them.

Research Component: This course, as a graduate class, has a required research component. We will meet this requirement with many applied data assignments, along with a graded presentation in which you analyze data you acquire yourself.

ADA Compliance: It is my obligation and my pleasure to provide reasonable accommodation to students with disabilities, so as not to discriminate on the basis of that disability. Student responsibility primarily rests with informing me at the beginning of the semester and in providing authorized documentation through designated administrative channels. Disabled students may request help with academically related problems stemming from individual disabilities from their instructors, department/division chairs, or by contacting the chair of the Committee for Continuing Assistance for Disabled Students by visiting the Director of the Counseling Center in the Lee Drain Building or by calling (936) 294-1720.

Student Absences on Religious Holidays: Section 51.911(b) of the Texas Education Code requires that an institution of higher education excuse a student from attending classes or examinations for the observance of a religious holy day, including travel for that purpose. A student who is excused under this subsection may not be penalized for that absence and shall be allowed to take an examination or complete an assignment from which the student is excused within a reasonable time after the absence. Refer to the Academic Calendar for the deadline date for notification by students to the faculty members of the student's intent to be absent on religious holy days.

High Fidelity: We at Sam Houston expect you to conduct your studies with integrity. Please see SHSU's "Academic Policy Statement 810213," available on Sam Houston's Web Site, for a discussion of what constitutes academic misconduct, including cheating and plagiarism, and for a discussion of the procedures utilized in adjudicating such cases. If I catch you cheating I will turn you in to academic authorities. My *minimum* penalty for cheating is a grade of 0 on that assignment. While it is acceptable to interact with classmates on the homeworks, what you turn in must still be your own work.

Cell Phones: All cell phones should be turned off and stowed out of sight prior to the start of class. Use of cell phones in class will not be tolerated and will impact your professionalism grade dramatically.

Class Format: Except for exam days, each class includes lecture, homework review, and work on computer assignments. Here is the schedule:

### **Describing and Presenting Data**

June 4	Describing Data (Chapters 2, 4)
June 6	Estimation of and Inference about a Population Mean (Sections 9.1, 11.1, 11.2, 12.1)
June 11	Graphical Excellence and Making Good Presentations (Chapter 3)
June 13	Test 1; Turn in First Homework Set; Preliminary Presentations

### **Analyzing Data**

June 18	Analysis of Variance (Chapter 14)
June 20	Univariate Regression; Diagnostics (Chapter 16)
June 25	Multivariate Regression; Model Building (Chapter 17, 18)
June 27	Test 2; Turn in Second Homework Set; Presentations