PEPPERDINE UNIVERSITY
THE GEORGE L. GRAZIADIO
SCHOOL OF BUSINESS AND MANAGEMENT

PROF. KEN KO
MBAM 593.14
APPLIED DATA ANALYSIS
FALL 2003, Session B
THURSDAYS
8:00 AM-12:00 PM
MALIBU CAMPUS

SYLLABUS
Introduction

In today’s global business and economic environment, large amounts of statistical information are available. The most successful managers and decision makers understand the information and know how to use it effectively.

Course Description

This course covers the basic techniques of applied statistical analysis beginning with an exploration of the meaning of data. Methods of describing data on individual variables and relationships between variables are covered. Sampling and probability are introduced as a basis for understanding how to infer results from samples to the populations from which they are drawn. These techniques include estimation, tests of mean differences, differences in distributions, and regression.

Course Objectives

1. To learn the fundamentals of applied data analysis, and to understand the important role that it plays in business and economics.
2. To enjoy the learning process.

Texts and Course Materials

Computer Projects

Computer cases are assigned to show you how to use statistical applications in a real world business situation. Using relevant data provides value to statistical thinking and methods. There will be two computer projects. The computer cases are presented at the end of chapters 3 and 8 of your textbook. They provide students with the opportunity to analyze a real world data and prepare managerial reports based on the results of the analysis.

Grading

Your grade will be based on the following components:

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Homework</td>
<td>20%</td>
</tr>
<tr>
<td>Midterm</td>
<td>25%</td>
</tr>
<tr>
<td>Computer Projects</td>
<td>20%</td>
</tr>
<tr>
<td>Class Participation/Attendance</td>
<td>5%</td>
</tr>
<tr>
<td>Final</td>
<td>30%</td>
</tr>
</tbody>
</table>

Attendance Policy

Regular attendance is important to make good progress. If you have to miss a class for work or personal reasons, please do your best to make up the work and stay on schedule.
Conduct

“The University expects from all of its students and employees the highest standard of moral and ethical behavior in harmony with its Christian philosophy and purposes. Engaging in or promoting conduct or lifestyles inconsistent with traditional Christian values is not acceptable.

The following regulations apply to any person, graduate or undergraduate, who is enrolled as a Pepperdine University student. These rules are not to be interpreted as all-inclusive as to situations in which discipline will be invoked. They are illustrative, and the University reserves the right to take disciplinary action in appropriate circumstances not set out in this catalog. It is understood that each student who enrolls at Pepperdine University will assume the responsibilities involved by adhering to the regulations of the University. Students are expected to respect order, morality, personal honor, and the rights and property of others at all times. Examples of improper conduct for which students are subject to discipline are as follows:

- Dishonesty in any form, including plagiarism, illegal copying of software, and knowingly furnishing false information to the University.
- Forgery, alteration, or misuse of University documents, records, or identification.
- Failure to comply with written or verbal directives of duly authorized University officials who are acting in the performance of assigned duties.
- Interference with the academic or administrative process of the University or any of the approved activities.
- Otherwise unprotected behavior that disrupts the classroom environment.
- Theft or damage to property.
- Violation of civil or criminal codes of local, state, or federal governments.
- Unauthorized use of or entry into University facilities.
- Violation of any stated policies or regulations governing student relationships to the University.

Disciplinary action may involve, but is not limited to, one or a combination of the alternatives listed below:

**Dismissal** – separation of the student from the University on a permanent basis.

**Suspension** – separation of the student from the University for a specified length of time.

**Probation** – status of the student indicating that the relationship with the University is tenuous and that the student’s records will be reviewed periodically to determine suitability to remain enrolled. Specific limitations to and restrictions of the student’s privileges may accompany probation.”

GSBM Catalog, pgs. 221-222.
Policy on Disabilities

Assistance for Students with Disabilities

"Students with disabilities, whether mental or physical, are encouraged to contact the Equal Opportunity Office before the academic year begins or soon after classes are in session. This office will assist each student by providing general information about campus facilities and available resources. The office will assist in providing reasonable accommodation to students with disabilities pursuant to applicable laws. Inquiries should be directed to equal opportunity officer, (310) 506-6500. (Students who wish to file a formal grievance should refer to the "Nondiscrimination Policy," which is listed in the "Legal Notices" section of this catalog.)" GSBM Catalog, pg. 33.

Schedule of Classes

<table>
<thead>
<tr>
<th>Date</th>
<th>Topics</th>
<th>Readings</th>
<th>Assignments due</th>
</tr>
</thead>
<tbody>
<tr>
<td>10/23</td>
<td>Data and Statistics. Descriptive Statistics: Tabular and Graphical Methods.</td>
<td>Chapters 1, 2</td>
<td></td>
</tr>
<tr>
<td>10/30</td>
<td>Descriptive Statistics: Numerical Methods. Introduction to Probability.</td>
<td>Chapters 3, 4</td>
<td>Homework 1</td>
</tr>
<tr>
<td>11/6</td>
<td>Midterm. Discrete Probability Distributions.</td>
<td>Chapter 5</td>
<td>Computer Project 1</td>
</tr>
<tr>
<td>11/13</td>
<td>Continuous Probability Distributions. Interval Estimation.</td>
<td>Chapters 6, 8</td>
<td></td>
</tr>
<tr>
<td>11/20</td>
<td>Hypothesis Testing. Simple Linear Regression.</td>
<td>Chapters 9, 12</td>
<td>Computer Project 2</td>
</tr>
<tr>
<td>11/27</td>
<td>Thanksgiving</td>
<td></td>
<td></td>
</tr>
<tr>
<td>12/4</td>
<td>Multiple Regression. Final</td>
<td>Chapter 13</td>
<td>Homework 2</td>
</tr>
</tbody>
</table>