**BE 602**

**Data Analysis and Management**

This course will provide students with a general understanding of statistical techniques commonly used in solving business problems and undertaking market research. Topics include frequency distributions, measures of central tendency, hypothesis testing of means and proportions, simple linear regression, correlation analysis, multiple regression, Factor analysis, cluster analysis and trade-off analysis techniques.

**Instructor:**

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**Resource Materials:**

• No textbook required.

• SPSS software for data analysis

**Assessment**

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| --- | --- | --- |
| **Item** | **Weight** | **Due** |
| 1. Class Participation (Team) | 30% | Through Course |
| 2. Mid-Term Exam (Individual) | 25% | November 01st, 2022 |
| 3. Final Exam (Individual) | 45% | December 06th, 2022 |

**Tentative BE 602 Class Schedule\*:**

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| --- | --- | --- | --- | --- | --- |
| **Class** | **Date** | | **Contact Hours** | **Course/Class or Topic** | |
| Class #1 | September 13th, 2022 | | < 3.0 | | Introduction to the Course and Overview of Course and  Requirements |
| Class #2 | September 20th, 2022 | | 3.0 | | Introduction to data, types of data, descriptive analysis, comparing two populations |
| Class #3 | September 27th, 2022 | | 3.0+ | | Hands-on data applications |
| Class #4 | | October 4th, 2022 | 3.0 | | Correlation and Regressions Analysis |
|  | | October 11th, 2022 |  | | NO CLASS – READING BREAK |
| Class #5 | | October 18th, 2022 | 3.0 | | Correlation and Regressions Analysis Contd. |
| Class #6 | | October 25th, 2022 | 3.0+ | | Hands-on data applications |
| Class #7 | | November 01st, 2022 | 3.0 | | In-Class Mid-Term Exam | |
| Class # 8 | | November 08th, 2022 | 3.0 | | Grouping Data: Factor Analysis and Cluster Analysis | |
| Class #9 | | November 15th, 2022 | 3.0+ | | Hands-on data applications | |
| Class #10 | | November 22nd, 2022 | 3.0 | | Trade-Off Methods: MaxDiff and Conjoint Analysis | |
| Class#11 | | November 29th, 2022 | 3.0+ | | Hands-on data applications | |
| Class #12 | | December 06th, 2022 | 3.0 | | In-class Final Exam | |

\*Tentative implies that I will attempt to cover the material as scheduled, **however**, sometimes that may not be possible. In addition, I may assign extra reading material such as cases and articles for discussion. I will advise of any changes that may occur.

**Accommodation for**

**Students with Disabilities**

**Note for students with disabilities:**

The Office for Persons with

Disabilities (OPD), located in Needles Hall, Room 1401, collaborates with all academic departments to arrange appropriate accommodations for students with disabilities without compromising the academic integrity of the curriculum. If you require academic accommodations to lessen the impact of your disability, please register with the OPD at the beginning of each academic term

**Policy on Academic Integrity**

**Academic Integrity**: To maintain a culture of academic integrity, members of the University of Waterloo are expected to promote honesty, trust, fairness, respect and responsibility.

A student is expected to know what constitutes academic integrity, to avoid committing academic offences, and to take responsibility for his/her actions. A student who is unsure whether an action constitutes an offence, or who needs help in learning how to avoid offences (e.g., plagiarism, cheating) or about “rules” for group work/collaboration should seek guidance from the course professor, academic advisor, or the Undergraduate Associate Dean. When misconduct has been found to have occurred, disciplinary penalties will be imposed under Policy 71—Student Discipline. For information on categories of offenses and types of penalties, students should refer to Policy 71—Student Discipline, <https://uwaterloo.ca/secretariat/policies-procedures-guidelines/policy-71>

**Grievance:** A student who believes that a decision affecting some aspect of his/her university life has been unfair or unreasonable may have grounds for initiating a grievance. Read Policy 70—Student Petitions and Grievances, Section 4, <https://uwaterloo.ca/secretariat/policies-procedures-guidelines/policy-70>

**Appeals:** A student may appeal the finding and/or penalty in a decision made under Policy 70—Student Petitions and Grievances (other than regarding a petition) or Policy 71—Student Discipline if a ground for an appeal can be established. Read Policy 72—Student Appeals, <https://uwaterloo.ca/secretariat/policies-procedures-guidelines/policy-72>

**Academic Integrity Office (UW):** <https://uwaterloo.ca/academic-integrity/>

**Use of Turnitin:** Plagiarism detection software (Turnitin) may be used to screen assignments in this course. This is being done to verify that use of all material and sources in assignments is documented.