

# STA 371G: Statistics and Modeling

## Spring 2015

Session 1, MW 12:30 - 2:00 PM, Room: UTC 1.146  
Session 2, MW 2:00 - 3:30 PM, Room: UTC 1.146  
Session 3, MW 3:30 - 5:00 PM, Room: UTC 1.146

**Instructor:** Mingyuan Zhou, Ph.D., Assistant Professor of Statistics

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Office Hours: Monday Wednesday 5:00-6:30 PM

You are welcome to come by my office at other times, but to make sure that I will be there then, you may first call my office or send me an email.

### Teaching Assistants:

Fang-Chang Kuo, [amarco.kuo@gmail.com](mailto:amarco.kuo@gmail.com)

Office Hours: Tuesday, 1:30-3:00 PM, CBA 4.304A (TA Space B)

Xiangkun Dai, [xkdai@utexas.edu](mailto:xkdai@utexas.edu)

Office Hours: Tuesday, 3:00-4:30 PM, CBA 4.304A (TA Space A)

**Course Website:** <http://mingyuanzhou.github.io/STA371G/>

**Course Description:** This course introduces statistical methods and data analysis tools to model uncertainty in business decisions. After a brief review of basic probability and statistics, we will discuss regression models, time series analysis and decision making. Simulation with statistical software will be incorporated into these topics and used throughout the semester. The introduced statistical models will be illustrated with a large number of real examples, such as those in finance, marketing, economics, politics and sports. Analyzing real datasets with R and Excel will be demonstrated in class. The techniques taught in the course will also be useful in performing data analysis in other BBA courses.

By the end of the course, you will be equipped with the necessary statistical knowledge and skills to solve real-world business problems. Specifically, you will learn how to choose an appropriate statistical model to analyze business data, perform computation with statistical software, validate the output of the model, and draw appropriate conclusions.

### Materials:

- Text:

(a) Data Analysis and Decision Making with Microsoft Excel by Albright, Winston and Zappe, 3rd/4th edition. It covers most of the topics of this course. A UT customized version is available at a lower price. It is recommended but not required.

(b) OpenIntro Statistics by Diez, Barr and Çetinkaya-Rundel, 2nd Edition, available for free at <http://www.openintro.org/stat/textbook.php>. This book provides a review

of basic probability and statistics. It is recommended but not required.

(c) Course packet available at University Coop. It contains the cases to be studied in this course. One course packet for each group would usually be sufficient.

- Software:

(a) R and RStudio. Learning basic operations with R is recommended, though not required. I will use R for class demonstrations and post the R code on the course website. Running these R code by yourself will help you better understand randomness and uncertainty. You are free to use any other software, such as Excel, Matlab, Python, SAS and Minitab.

(b) Excel, Analysis ToolPak for Windows, StatPlus:mac LE for Mac.

### **Grading:**

Homework (15%)

In Class Quizzes (5%)

Midterm Exam 1 (22.5%)

Midterm Exam 2 (22.5%)

Final Exam (35%)

**Homework:** You will receive homework assignments throughout the semester. You may form groups to complete homework assignments. Each group may consist of no more than three members. Each group only need to turn in one report.

For class discussions and homework assignments, we will study the following eight business cases:

1. Amore Frozen Food, UVA-QA-0317
2. Waite First Securities, UVA-QA-0453
3. Milk and Money, KEL343
4. Orion Bus Industries: Contract bidding strategy, IVEY 9B03E005
5. Oakland A's A, UVA-QA-0282
6. Oakland A's B, UVA-QA-0283
7. Northern Napa Valley Winery, Inc, IVEY 9A98E046
8. Freemark Abbey, Harvard 9-181-027

You may either purchase these cases individually online or purchase the course packet that contains all the eight cases.

## Exams:

- Midterm Exam 1 will be on Monday, March 2 (UTC 2.102A, 7:00-10:00 pm).
- Midterm Exam 2 will be on Monday, Aprch 13 (WEL 1.316, 7:00-10:00 pm).
- Both midterm exams will be held in the evening to reduce exam stress.
- The final exam is cumulative and covers basic probability and statistics, linear regression, time series, decision making, and simulation. It will be given during the University's final exam period. The specific date is determined by the University.
- Your first midterm exam score could be replaced by the second midterm exam score or the final exam score, whichever is higher. Your second midterm exam score could be replaced by the final exam score if it is lower than the final exam score.
- Clerical errors will be corrected without hassle. Other regrading requests must be submitted in writing within one week (7 days) of the exam's return.
- You may bring one 8.5×11 inch page of notes and formulas to a midterm exam, and two pages to the final exam.
- You may bring a calculator to the midterm and final exams.
- There is no predetermined grade distribution for this class.

## Tentative Course Schedule:

This schedule represents my current plans and objectives. As we go through the semester, those plans may need to change to enhance the class learning opportunity. Such changes, communicated clearly, are not unusual and should be expected.

A more detailed course outline in the course website will be updated on a regular basis.

### Week 1

Jan 19, Martin Luther King, Jr. Day, no class

Jan 21, Introduction, random variables and probability distributions

### Week 2

Jan 26, Random variables and probability distributions

Jan 28, Normal and binomial distributions

### Week 3

Feb 02, Estimation and sampling distributions

Feb 04, Simple linear regression: least squares estimation

### Week 4

Feb 09, Simple linear regression: covariance and correlation, goodness of fit

Feb 11, Simple linear regression: model assumptions

### Week 5

Feb 16, Sampling distributions for regression parameters

Feb 18, Confidence intervals for regression parameters

### Week 6

Feb 23, Hypothesis testing for regression models

[Feb 25, Review for Midterm Exam 1, Discuss Practice Exam 1](#)

**Week 7**

March 02, Midterm Exam 1 (UTC 2.102A, 7:00 pm – 10:00 pm)

March 04, Multiple regression

**Week 8**

Mar 09, Multiple regression

Mar 11, Dummy variables and interactions

**Week 9**

Mar 23, Diagnostics and transformations

Mar 25, Diagnostics and transformations

**Week 10**

Mar 30, Time series

Apr 01, Time series

**Week 11**

Apr 06, Model selection

Apr 08, Review for Midterm Exam 2, Discuss Practice Exam 2

**Week 12**

Apr 13, Midterm Exam 2 (WEL 1.316, 7:00 pm – 10:00 pm)

Apr 15, Decision making

**Week 13**

Apr 20, Decision making

Apr 22, Decision making

**Week 14**

Apr 27, Decision making

Apr 29, Introduction to Monte Carlo simulation

**Week 15**

May 04, Simulation, Case Study

May 06, Review for Final Exam, Discuss Practice Exam Final

**Office Hours:** Don't hesitate to come to my office at CBA 6.462 during office hours (Monday Wednesday 5:00-6:30 PM) to discuss a homework problem or any aspect of the course. Please feel free to come by my office at other times, but to make sure that I will be there then, you may first call my office, send me an email, or talk to me before or after class to make an appointment.

**Quantitative Reasoning Flag:** This course carries the Quantitative Reasoning flag. Quantitative Reasoning courses are designed to equip you with skills that are necessary for understanding the types of quantitative arguments you will regularly encounter in your adult and professional life. You should therefore expect a substantial portion of your grade to come from your use of quantitative skills to analyze real-world problems.

**University of Texas Honor Code:** The core values of The University of Texas at Austin are learning, discovery, freedom, leadership, individual opportunity, and responsibility. Each member of the university is expected to uphold these values through integrity, honesty, trust, fairness, and respect toward peers and community.

**Academic Integrity:** Each student in this course is expected to abide by the University of Texas Honor Code. Any work submitted by a student in this course for academic credit will be the student's own work.

You are encouraged to study together and to discuss information and concepts covered in lecture and the sections with other students. You can give "consulting" help to or receive "consulting" help from such students. However, this permissible cooperation should never involve one student having possession of a copy of all or part of work done by someone else, in the form of an e-mail, an e-mail attachment file, a diskette, or a hard copy.

Should copying occur, both the student who copied work from another student and the student who gave material to be copied will both automatically receive a zero for the assignment. Penalty for violation of this Code can also be extended to include failure of the course and University disciplinary action.

During examinations, you must do your own work. Talking or discussion is not permitted during the examinations, nor may you compare papers, copy from others, or collaborate in any way. Any collaborative behavior during the examinations will result in failure of the exam, and may lead to failure of the course and University disciplinary action.

**Students with Disabilities:** Students with disabilities may request appropriate academic accommodations from the Division of Diversity and Community Engagement, Services for Students with Disabilities, 512-471-6259, <http://www.utexas.edu/diversity/ddce/ssd/>.

**Religious Holy Days:** By UT Austin policy, you must notify me of your pending absence at least fourteen days prior to the date of observance of a religious holy day. If you must miss a class, an examination, a work assignment, or a project in order to observe a religious holy day, you will be given an opportunity to complete the missed work within a reasonable time after the absence.

**Policy on Scholastic Dishonesty:** The McCombs School of Business has no tolerance for acts of scholastic dishonesty. The responsibilities of both students and faculty with regard to scholastic dishonesty are described in detail in the BBA Program's Statement on Scholastic Dishonesty at <http://www.mcombs.utexas.edu/BBA/Code-of-Ethics.aspx>. By teaching this course, I have agreed to observe all faculty responsibilities described in that document. By enrolling in this class, you have agreed to observe all student responsibilities described in that document. If the application of the Statement on Scholastic Dishonesty to this class or its assignments is unclear in any way, it is your responsibility to ask me for clarification. Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and/or dismissal from the University. Since dishonesty harms the individual, all students, the integrity of the University, and the value of our academic brand, policies on scholastic dishonesty

will be strictly enforced. You should refer to the Student Judicial Services website at <http://deanofstudents.utexas.edu/sjs/> to access the official University policies and procedures on scholastic dishonesty as well as further elaboration on what constitutes scholastic dishonesty.

**Campus Safety:** Please note the following recommendations regarding emergency evacuation, provided by the Office of Campus Safety and Security, 512-471-5767, <http://www.utexas.edu/safety>:

- Occupants of buildings on The University of Texas at Austin campus are required to evacuate buildings when a fire alarm is activated. Alarm activation or announcement requires exiting and assembling outside.
- Familiarize yourself with all exit doors of each classroom and building you may occupy. Remember that the nearest exit door may not be the one you used when entering the building.
- Students requiring assistance in evacuation should inform the instructor in writing during the first week of class.
- In the event of an evacuation, follow the instruction of faculty or class instructors.
- Do not re-enter a building unless given instructions by the following: Austin Fire Department, The University of Texas at Austin Police Department, or Fire Prevention Services office.
- Behavior Concerns Advice Line (BCAL): 512-232-5050
- Further information regarding emergency evacuation routes and emergency procedures can be found at: <http://www.utexas.edu/emergency>.