

MGMT 203 – Syllabus

Summer 2019

Introduction to Data Analysis and Research in Business

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Web: SUCourse
Office Hours: By appointment only

Type	Time	Days	Where
Class	11:40 am – 2:30 pm	M	FASS 1102
Class	9:40 am – 12:30 pm	R	SOM L018
Recitation	4:40 pm – 6:30 pm	R	SOM L018

Course Objective:

This course provides a detailed introduction to data analysis and research in business. Applications are chosen from a variety of areas such as operations and marketing, to lay the foundation for more detailed study in those functional areas. The emphasis is both on conceptual understanding of the material and doing hands on statistical analysis. Microsoft Excel and associated add-ins are used for the purpose of analysis.

Learning Outcomes:

Upon successful completion of the course, the student should be able to:

- Understand the role of research in business.
- Use appropriate tools (Charts, Pivot Table, etc) in MS Excel to explore, visualize, analyze, and summarize quantitative data.
- Calculate and interpret descriptive statistics.
- Perform and interpret hypothesis tests.
- Develop and interpret simple linear regression models that are appropriate for the purpose.
- Develop surveys that meet generally accepted quality standards.
- Judge the quality of a questionnaire developed for collecting data to support business research.

Course Material:

The course will follow the textbook:

S. Christian Albright, Wayne L. Winston. Business Analytics: Data Analysis & Decision Making, 6th Edition, Cengage Learning, 2017.

You are strongly recommended to study the textbook. Additional readings may be assigned as needed over the course of the semester. The readings are chosen with the aim of

stimulating class participation. Read all assigned material for a given week before coming to class.

Instructional Design:

This course is intended to be highly interactive, engaging students in active learning through individual and group hands-on exercises, in-class discussions, presentations, and educational games. Each class session includes one of the mentioned activities. To facilitate this process, students are expected to come to class prepared by reading the assigned material, and to actively and meaningfully participate in class discussions.

Grading:

- In-class individual and group activities including: - Participation, Discussion, Q&A - In-class Exercises - Quizzes	: 35%
Midterm Exam (1)	: 20%
Midterm Exam (2)	: 20%
Final Exam	: 25%

Requirements:

General requirements regarding the grading items listed above are as follows:

- a) Each class hour has its specific grade points. These grade points are earned by individual or group in-class activities such as participation, in-class exercises, and quizzes:
 - i. Participation score is awarded for in-class participation only (not attendance). Participation means joining in class discussions and intellectually contributing to the learning in the classroom by voicing one's ideas, comments, feedback, etc. regarding the subject matter.
 - ii. In-class exercises are meant to be completed during the lecture hour. Students will submit the result of their work at the end of the lecture. Students not physically present will not receive marks from such exercises.
- b) Home-works and reports are to be individually submitted via SUCourse no later than the posted due date and time. Students may be allowed late submissions up to 12 hours past the due date, but each day of late submission (even if it is only 10 minutes late) will cost 25% of the grade. After 12 hours, SUCourse will be closed for submission and late home-works will not be accepted. There will be no deadline extensions for any homework or report.
- c) Exams will include multiple-choice, short essay, and problem solving type of questions. There will be no make-up exam for the Midterm Examinations. A student who brings an official doctor's report for missing the Midterm Examinations will be allowed to have the Final Examination score count for both exams. A make-up exam will be offered for those students who miss the Final Examination, on the

- condition that an official doctor's report is provided. No other excuses will be accepted.
- d) If you miss a particular assignment (including class attendance) due to emergencies such as sickness, accident, etc., you must bring in an official report describing the situation before you can request a make-up for the missed grade.

Course Web:

In this course, students will actively use the SUCourse online system. Lecture notes, slides and additional material will be available on SUCourse. Students will be expected to visit the course web site at least two or three times a week. SUCourse will also be used for in-class exercises, short assignments and uploading/downloading all course-related files. Students will submit all assignments via SUCourse.

Classroom policies and conduct

Sabancı BA in Management Program values participatory learning. Establishing the necessary social order for a participatory learning environment requires that we all:

- Come prepared to make helpful comments and ask questions that facilitate your own understanding and that of your classmates. This requires that you complete the assigned readings for each session before class starts.
- Listen to the person who has the floor. During class, no unnecessary conversations.
- Come to class on time.
- Except emergency and health related excuses, do not leave and reenter the class during each fifty minute long lecture.
- All cell phones or other electronic devices should be turned off unless they are used as part of the lecture. Starting in Week 2, you will be asked to bring laptop computer for in-class exercises. Laptops will be used frequently in this course for purposes of hands-on learning and enhanced understanding of the course material. However, laptops will be used only for educational purposes and as instructed by the Professor; any other use during the lecture will be strongly discouraged.

Academic Honesty:

Learning is enhanced with cooperation and as such you are encouraged to work in groups, ask for and give help freely in all appropriate settings. At the same time, as a matter of personal integrity, you should only represent your own work as yours. Any work that is submitted for evaluation in this class should be an original piece of writing, presenting your ideas in your own words. Everything you borrow from books, articles, or web sites should be properly cited. Although you are encouraged to discuss your ideas with others (including your friends in the class), it is important that you do not share your writing (slides, MS Excel files, reports, etc.) with anyone. Using ideas, text and other intellectual property developed by someone else while claiming it is your original work is *plagiarism*. Copying from others or providing answers or information, written or oral, to others is *cheating*. Unauthorized help from another person or having someone else write one's paper or assignment is *collusion*. Cheating, plagiarism and collusion are serious offenses that could result in an F grade and disciplinary action. Please pay utmost attention to avoid such accusations.