

UNIVERSITY OF NEVADA LAS VEGAS

Economics Department

MBA 775 Data Modeling and Analysis Syllabus

Course Description

In your information systems classes you learned the difference between data and information, *i.e.* data are just recorded facts (words and/or numbers) whereas information is something useful that we get from data. One of the main ways of converting data into information is statistical analysis. In this class the primary concern is with the analysis and interpretation of given set of data. More specifically, we are concerned with learning to reach sensible conclusions from less than perfect knowledge; in other terms, we are concerned with **statistical inference**.

By the end of the semester you should be able to determine the type of analysis appropriate to a given situation, perform the computations by hand or computer software, and interpret analytically the results. The focus will be on understanding concepts and selecting/interpreting the appropriate tests. Computational details will be studied only as a means of learning concepts. An overall objective of the course is to enhance your problem-solving abilities by learning how to apply statistical concepts to collecting and analyzing data in order to make better business decisions. You should come to realize that statistics is a common sense, practical endeavor and not just the application of esoteric formulas.

Course Prerequisite(s):

Admission to MBA Program or approval of the Director of MBA Programs.

Course Rationale

Understanding any field begins with the language. Throughout the semester we will focus on the precise meaning and usage of statistical terminology. You will also learn to identify different types of data since the types of analyses you perform are dependent on your raw material, *i.e.*, data. Basic probability concepts will be covered in review mode since an introduction to probability is a prerequisite of the course. Probability distributions will be studied as a foundation for statistical analysis. You will learn how to summarize and describe a set of data. This is an important topic in its own right but it also provides tools for other analyses. Statistical decision making involves making inferences based on sample data. You will learn the general concepts of hypothesis testing and will be able to select and perform several tests. Understanding the relationship among variables with an emphasis on prediction is an important chapter in statistics. You will learn to analyze relationships graphically and perform analyses determine strength of relationship and make predictions.

Learning Outcomes/Course Objectives

Thus, at the end of this course, you should be able to:

- understand how statistics can be used to study real-world situations.
- interpret results generated from such tools as Excel and/or other (statistical) software.
- understand when technology might be helpful in statistical analysis and apply technology when appropriate.
- understand the concepts of correlation and causality.
- compute and interpret measures of central tendency and variability.
- understand and apply the normal distribution and the central limit theorem to practical business problems.
- use sample data to find estimates of parameters associated with probability distributions.
- use sample data to find answers to a particular claim (hypothesis) about the value of a parameter.
- interpret, estimate and analyze the relation of one variable to several other variables simultaneously, since observations are made in nonexperimental, uncontrolled environments.
- communicate the meaning of the analysis and explain the results to someone who doesn't understand statistical jargon.
- understand that statistics is an important tool for your career in business.
- understand that statistics can be an important tool in life.
- improve your logical thinking and problem-solving skills.

Required Text

Robert A. Donnelly, Business Statistics THIRD edition PEARSON

ISBN 13: 978-0-13-468526-7

ISBN 10: 0-13-468526-1

Technology Needed

An important component of this course is experience with analyzing data. The computer is a perfect tool for manipulating data and performing statistical analyses. While our focus will always be on learning statistics, this course will utilize and improve your computer skills with several computer assignments. The primary software will be Microsoft Excel and an Excel statistical add-in: Data Analysis. Microsoft Excel 2010 and earlier versions provides a set of data analysis tools called the Analysis ToolPak which you can use to save steps when you develop complex statistical analyses. You provide the data and parameters for each analysis; the tool uses the appropriate statistical macro functions and then displays the results in an output table. Some tools generate charts in addition to output tables.

Evaluation Methods

There are two midterms, 10 HW assignments, and a final. The final exam is comprehensive.

Summary of Component Weights for Final Grading:

Midterm I: 100 points

Midterm II: 100 points

HW: 100 points (10 points each)

Final Exam 200 points.

Total: 500 points.

Grading Scale

A: 90 – 100

B: 80 – 89

C: 70 – 79

D: 60 – 69

F: 00 – 59

An "Incomplete" grade will be given only if there are extenuating circumstances and if at least 75% of the course work has been completed. An incomplete will only be considered on the basis of a written request by the student.

Homework

Homework is an essential part of this course, because the best way to learn econometrics is to do it. Most of the problem sets will involve empirical analysis which requires you to use Data Analysis in Excel. Homework assignments will be due *at the beginning* of the class *one week* (or in my mailbox in the remote weeks) after the date they were assigned. No late homework will be accepted. You are encouraged to collaborate with other students while completing an assignment, but your solution must be submitted separately and represent your own work.

Exams

All exams and assignments must be written or submitted at the designated times. The only exceptions will be for the student's own serious illness or a death in the student's immediate family. There will be no make-up midterm exams. In cases where documented illness precludes the midterm, the other course components will be re-weighted accordingly. Academic dishonesty will be prosecuted in accordance with university regulations; no excuse is acceptable. Grades will not be reassessed simply because a student "needs" a higher grade. Re-grading will consider the entire examination paper and will be undertaken only if there is evidence of grading errors.

Class Participation and Attendance Policy

It is expected that you attend every class and actively listen and participate. Mere physical presence does not qualify as attendance. If you miss a significant number of classes (excused or unexcused) your final grade may be lowered by a letter grade.

DRC Accommodations

It is the policy and practice of the University to make reasonable accommodations for students with properly documented disabilities. Written notification from the Office of Student Disability Services is required. If you are eligible to receive an accommodation and would like to request it for this course, please discuss it with me and allow one-week notice. Otherwise, it is not guaranteed that an accommodation can be received on a timely basis.

University Policies

Public Health Directives

Face coverings are mandatory for all faculty and students in the classroom. Students must follow all active UNLV public health directives while enrolled in this class. UNLV public health directives are found at [Health Requirements for Returning to Campus](https://www.unlv.edu/coronavirus/health-requirements), <https://www.unlv.edu/coronavirus/health-requirements>. Students who do not comply with these directives may be asked to leave the classroom. Refusal to follow the guidelines may result in further disciplinary action according to the [UNLV Student Conduct Code](https://www.unlv.edu/sites/default/files/page_files/27/StudentConduct-Code.pdf),

https://www.unlv.edu/sites/default/files/page_files/27/StudentConduct-Code.pdf, including being administratively withdrawn from the course.

Academic Misconduct

Academic integrity is a legitimate concern for every member of the University community. We all share in upholding the fundamental values of honesty, trust, respect, fairness, responsibility, and professionalism. By choosing to join the UNLV community, students accept the expectations of the Student Academic Misconduct Policy, and are encouraged to always take the ethical path whenever faced with choices. Students enrolling at UNLV assume the obligation to conduct themselves in a manner compatible with UNLV's educational mission. An example of academic misconduct is plagiarism. Plagiarism is using the words or ideas of another person, from the Internet or any other source without proper citation of the source(s). See the [Student Conduct Code](https://www.unlv.edu/studentconduct/student-conduct), <https://www.unlv.edu/studentconduct/student-conduct>.

Auditing a Course

Auditing a course allows a student to continue attending the lectures and/or laboratories and discussion sessions associated with the course, but the student will not earn a grade for any component of the course. Students who audit a course receive the same educational experience as students taking the course for a grade, but will be excused from exams, assessments, and other evaluative measures that serve the primary purpose of assigning a grade.

Classroom Conduct

Students have a responsibility to conduct themselves in class and in the libraries in ways that do not interfere with the rights of other students to learn, or of instructors to teach. Use of devices such as cellular phones and pagers, or other potentially disruptive activities are only permitted with the prior explicit consent of the instructor. Students are specifically prohibited to record classes without instructor authorization, including online/remote classes (either audio only, or video and audio). The instructor may rescind permission at any time during the class. If a student does not comply with established requirements or obstructs the functioning of the class, the instructor may initiate an administrative withdrawal of the student from the course.

Since the COVID-19 pandemic forced some instruction to be delivered remotely starting in Spring 2020, numerous students have asked instructors to record their synchronous classes, so that they can access them at their convenience. Instructors who agree to record their classes (audio only, or video and audio) should inform students in advance. Recorded lectures may not be broadly released to anyone, but made available exclusively to those students enrolled in the class during the particular academic term. Recorded lectures must be stored securely, and are subject to the Nevada System of Higher Education's Records Retention Policy, meaning that the recordings can only be deleted 120 days after the end of class (i.e., after grades are posted). Once this requirement is met, the recordings should be deleted. Class recordings are protected from disclosure, as they are deemed part of an educational record under the Family Educational Rights and Privacy Act (FERPA).

Copyright

The University requires all members of the University Community to familiarize themselves with, and to follow copyright and fair use requirements. You are individually and solely responsible for violations of copyright and fair use laws. The University will neither protect nor defend you, nor assume any responsibility for student or employee violations of fair use laws. Violations of copyright laws could subject you to federal and state civil penalties and criminal liability, as well as disciplinary action under University policies. Additional [copyright policy information](https://www.unlv.edu/provost/copyright) is available at <https://www.unlv.edu/provost/copyright>.

Disability Resource Center (DRC)

The [UNLV Disability Resource Center](https://www.unlv.edu/drc) (Student Services Complex, SSC-A, Room 143, <https://www.unlv.edu/drc>, telephone 702-895-0866) provides resources for students with disabilities. Students who believe that they may need academic accommodations due to a permanent disability, temporary or permanent medical need, or academic support due to pregnancy are encouraged to contact the DRC as early as possible in the academic term. A Disabilities Specialist will discuss what options may be available to you. Students who are already registered with the DRC should request their accommodations online each semester, and make an appointment to discuss their accommodations with their instructors.

Final Examinations

The University requires that final exams given at the end of a course occur on the date and at the time specified in the Final Exam schedule. The Final Exam schedule is typically available at the start of the semester, and the classroom locations are available approximately one month before the end of the semester. See the [Final Exam Schedule](https://www.unlv.edu/registrar/calendars), <https://www.unlv.edu/registrar/calendars>.

Identity Verification in Online Courses

All UNLV students must use their Campus-issued ACE ID and password to log in to WebCampus-Canvas.

UNLV students enrolled in online or hybrid courses are expected to read and adhere to the [Student Academic Misconduct Policy](https://www.unlv.edu/studentconduct/misconduct/policy), <https://www.unlv.edu/studentconduct/misconduct/policy>, which states that “acting or attempting to act as a substitute for another, or using or attempting to use a substitute, in any academic evaluation or assignment” is a form of academic misconduct. Intentionally sharing ACE login credentials with another person may be considered an attempt to use a substitute, and could result in investigation and sanctions, as outlined in the Student Academic Misconduct Policy.

UNLV students enrolled in online courses are also expected to read and adhere to the [Acceptable Use of Computing and Information Technology Resources Policy](https://www.it.unlv.edu/policies/acceptable-use-computing-and-information-technology-resources-policy), <https://www.it.unlv.edu/policies/acceptable-use-computing-and-information-technology-resources-policy>, which prohibits sharing university accounts with other persons without authorization.

To the greatest extent possible, all graded assignments and assessments in UNLV online courses should be hosted in WebCampus-Canvas or another UNLV-managed platform that requires ACE login credentials for access.

Incomplete Grades

The grade of “I” (Incomplete) may be granted when a student has satisfactorily completed three-fourths of course work for that semester/session, but cannot complete the last part of the course for reason(s) beyond the student’s control and acceptable to the instructor, and the instructor believes that the student can finish the course without repeating it. For undergraduate courses, the incomplete work must be made up before the end of the following regular semester. Graduate students receiving “I” grades in 500-, 600-, or 700-level courses have up to one calendar year to complete the work, at the discretion of the instructor. If course requirements are not completed within the period indicated, a grade of “F” will be recorded, and the student’s GPA will be adjusted accordingly. Students who are fulfilling an Incomplete grade do not register for the course, but make individual arrangements with the instructor who assigned the “I” grade.

Library Resources

Librarians are available to consult with students on research needs, including developing research topics, finding information, and evaluating sources. To make an appointment with a subject expert for this class, please visit the [Libraries’ Research Consultation](https://guides.library.unlv.edu/appointments/librarian) website, <https://guides.library.unlv.edu/appointments/librarian>. You can also [ask the library staff](https://ask.library.unlv.edu/) questions via chat and text message at <https://ask.library.unlv.edu/>.

Missed Classwork

Any student missing class, quizzes, examinations, or any other class or laboratory work because of observance of religious holidays will be given an opportunity during that semester to make up the missed work. The make-up opportunity will apply to the religious holiday absence only. It is the responsibility of the student to notify the instructor within the first 14 calendar days of the course for Fall and Spring courses (except for modular courses), or within the first 7 calendar

days of the course for Summer and modular courses, of their intention to participate in religious holidays which do not fall on state holidays or periods of class recess. For additional information, please visit the Missed Classwork policy, under Registration Policies, on the [Academic Policies](#) webpage, <https://catalog.unlv.edu/content.php?catoid=32&navoid=8271&hl=>.

In accordance with the policy approved by the Faculty Senate regarding missed class time and assignments, students who represent UNLV in any official extracurricular activity will also have the opportunity to make up assignments, provided that the student submits official written notification to the instructor no less than one week prior to the missed class(es).

The spirit and intent of the policy for missed classwork is to offer fair and equitable assessment opportunities to all students, including those representing the University in extracurricular activities. Instructors should consider, for example, that in courses which offer a “Drop one” option for the lowest assignment, quiz, or exam, assigning the student a grade of zero for an excused absence for extracurricular activity is both contrary to the intent of the Faculty Senate’s policy, and an infringement on the student’s right to complete all work for the course.

This policy will not apply in the event that completing the assignment or administering the examination at an alternate time would impose an undue hardship on the instructor or the University that could be reasonably avoided. There should be a good faith effort by both the instructor and the student to agree to a reasonable resolution. When disagreements regarding this policy arise, decisions can be appealed to the Department Chair/School Director, College/School Dean, and/or the Faculty Senate Academic Standards Committee.

For purposes of definition, extracurricular activities may include, but are not limited to academic recruitment activities, competitive intercollegiate athletics, fine arts activities, liberal arts competitions, science and engineering competitions, and any other event or activity sanctioned by a College/School Dean, and/or by the Executive Vice President and Provost.

Rebelmail

Rebelmail is UNLV’s official email system for students and by University policy, instructors and staff should only send emails to students’ Rebelmail accounts. Rebelmail is one of the primary ways in which students receive official University communications, information about deadlines, major Campus events, and announcements. All UNLV students receive a Rebelmail account after they have been admitted to the University. Sending emails within WebCampus-Canvas is also acceptable.

Tutoring and Coaching

The Academic Success Center (ASC), at the Claude I. Howard Building, provides tutoring, academic success coaching, and other academic assistance for all UNLV undergraduate students. For information regarding tutoring subjects, tutoring times, and other ASC programs and services, please visit the [ASC website](#), <https://www.unlv.edu/asc>, or call 702-895-3177. The ASC is located across from the Student Services Complex (SSC). Academic success coaching is

located on the second floor of SSC A, Room 254. Drop-in tutoring is located on the second floor of the Lied Library, and on the second floor of the College of Engineering building (TBE A 207).

UNLV Writing Center

One-on-one or small group assistance with writing is available free of charge to UNLV students at the [Writing Center](https://writingcenter.unlv.edu/), <https://writingcenter.unlv.edu/>, located in the Central Desert Complex, Building 3, Room 301 (CDC 3-301). Walk-in consultations are sometimes available, but students with appointments receive priority assistance. Students may make appointments in person or by calling the Center, telephone 702-895-3908. Students are requested to bring to their appointments their Rebel ID Card, a copy of the instructions for their assignment, and two copies of any writing they have completed on their assignment.

Diversity Statement

As an institution of higher learning, UNLV represents a rich diversity of human beings among its faculty, staff, and students, and is committed to aspiring to maintain a Campus environment that values that diversity. Accordingly, the University supports understanding and appreciation of all members of its community, regardless of race, sex, age, color, national origin, ethnicity, creed, religion, disability, sexual orientation, gender, gender identity, marital status, pregnancy, genetic information, veteran status, or political affiliation. Please see [University Statements and Compliance](https://www.unlv.edu/about/statements-compliance), <https://www.unlv.edu/about/statements-compliance>.

A successful learning experience requires mutual respect and trust between the students and the instructor. Accordingly, the instructor asks that students be willing to listen to one another's points of view, acknowledging that there may be disagreements, keep discussion and comments on topic, and use first person, positive language when expressing their perspectives.