

Fall 2015

BA 6780

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UNIVERSITY OF NEW ORLEANS
Decision Making Tools for Business Managers (BA 6780)
Fall 2015

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Office Hours: M 4pm-6pm; T 10-11am, 4-6pm; Th 10-11am

Course Text: Burns, R. B. & Burns, R. A. (2008). *Business Research Methods and Statistics Using SPSS*. Sage; Thousand Oaks, CA.
ISBN: 1412945305

SPSS Requirement:

You will need SPSS to complete the assigned labs. The undergraduate and MBA labs in KH have SPSS 23.0 installed on terminals. If you would like to buy a copy of SPSS for your personal home use, I recommend using the following 6-month temporary package. This is the most cost effective way of getting the professional version of SPSS.

SPSS 23.0 Base GradPack (6 mo. License): \$39.25+\$4.99 download fee

<https://estore.onthehub.com/WebStore/OfferingDetails.aspx?o=57a2ce9e-38c7-e411-940a-b8ca3a5db7a1&pmv=89cf975c-47c3-e411-940a-b8ca3a5db7a1> (WINDOWS Version)

<https://estore.onthehub.com/WebStore/OfferingDetails.aspx?o=48a2ce9e-38c7-e411-940a-b8ca3a5db7a1&pmv=89cf975c-47c3-e411-940a-b8ca3a5db7a1> (MAC Version)

Course Objectives

This course is intended to provide students with the basic analytical, quantitative, and qualitative tools/skills to make effective decisions. The course will have the decision making process as its model. The objectives of this course are to:

1. Introduce the student to the need for gathering adequate qualitative and quantitative information as a basis for decision-making.
2. Review a variety of techniques for modeling decision problems. Emphasis will be upon statistical techniques, including hypothesis testing, correlation, analysis of variance, regression, and multivariate techniques.
3. Discuss various approaches that can be used for qualitative decision-making situations.
4. Apply the information in a real life context. A group project is designed to require students to use (a) their diagnostic skills to formulate problems, (b) their data collection skills to obtain appropriate information, (c) their data analysis skills to draw conclusions, and (d) their presentation skills to explain why and how the problem can be solved.

Grading

Labs/Quizzes	15%
Group Project	20%
Mid-term Exam	30%
Final Exam	<u>35%</u>
Total:	100%

The final course grade will be based on the scale below.

90% - 100% A; 80% - 89.9% B; 70% - 79.9% C; 60% - 69.9% D; below 60% F

Exams

All exams are closed-book/closed-note exams. The mid-term exam is not comprehensive. The final exam is comprehensive. The exam questions are problem-solving oriented and require minimal computations and some interpretation. **If you have to miss the midterm, a makeup exam will be given on the date of the Final Exam.** If you have any problem with the examination schedule, please let me know ASAP.

Class Policy

1. Class Attendance:

Attendance is crucial for success in this class. You are expected to attend class, ask good questions, make valuable observations, and answer questions effectively throughout the semester. Although there is no formal attendance policy for class, the labs do count towards 15% of your course grade and we will work similar SPSS exercises in each class. As a courtesy to your instructor and classmates, please notify me and your team in advance if you must miss class, especially on the day of the Midterm exam. You are responsible for catching up with any information or assignments that you missed during your absence from class.

2. Late Assignments:

No late assignments/reports will be accepted. Each assignment is due on or before the date specified. All individual assignments are to be done on your own. Thus, both the person who copies and the person who lets another copy his/her work will not get any credit for the assignments.

3. Academic Integrity:

Students are expected to conduct themselves according to the principles of academic integrity as defined in the statement on Academic Dishonesty in the UNO Student Code of Conduct. Academic integrity is fundamental to the process of learning and evaluating academic performance. Academic dishonesty will not be tolerated. Academic dishonesty includes, but is not limited to, the following: cheating, plagiarism, tampering with academic records and examinations, falsifying identity, and being an accessory to acts of academic dishonesty. Any student or group found to have committed an act of academic dishonesty shall have their case turned over to Judicial Affairs for disciplinary action which may result in penalties as severe as indefinite suspension from the University. Refer to the Student Code of Conduct for further information. The Code is available online at <http://www.studentaffairs.uno.edu>.

4. Students with Disabilities: It is University policy to provide, on a flexible and individualized basis, reasonable accommodations to students who have disabilities that may affect their ability to participate in course activities or to meet course requirements. Students with disabilities should contact the Office of Disability Services as well as their instructors to discuss their individual needs for accommodations. For more information, please go to <http://www.ods.uno.edu>.

5. Group Project Participation:

Everyone in the group should take initiative in participating in the group project and the group will be asked to “grade” your performance and contribution. “The group members did not ask me to do anything and so I did nothing” is not a legitimate reason for not participating/contributing in the group project. If you have any problems with your group or group member(s), please let me know ASAP.

Tentative Course Schedule

**This is only a projected course outline and may be subject to change throughout this session.

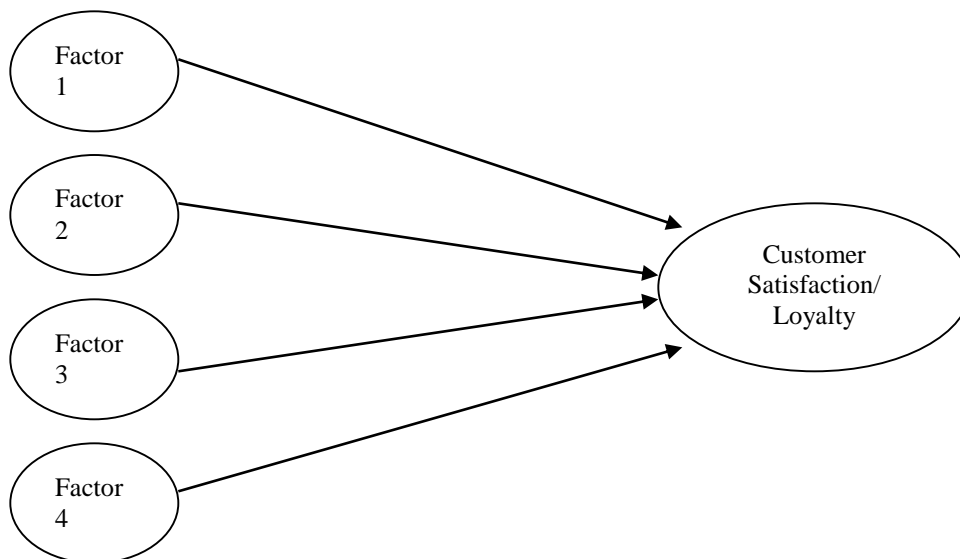
Date	Topic	Reading
Week 1 8/25	Introduction Unit: Relevance of Statistics to Business Decisions Unit: Designing Organizational Research Form Groups for Group Project	Chs. 1,2
Week 2 9/1	Unit: Methods of Data Collection	Ch. 5, Ch. 20 (pp.485-497)
Week 3 9/8	Unit: Reliability and Validity of Measurements Unit: Survey Design Unit: Ethics in Human Research (posted online)	Ch. 17 Ch. 19 Ch. 20 (pp.497-510) Ch. 3
Week 4 9/15	Group Project Preliminary Report Due Sampling Descriptive Statistics and Correlation	Ch. 9 Ch. 7 Ch. 15 (pp. 342-354)
Week 5 9/22	The Normal Curve	Ch. 8 (pp.151-171)
Week 6 9/29	SURVEY REVISIONS DUE Hypothesis Testing with Pearson Correlation	Ch. 10 Ch. 15 (pp. 351-354)
Week 7 10/6	MIDTERM EXAM	
Week 8 10/13	Multivariate Analysis: Factor Analysis	Ch. 18
Week 9 10/20	Establish Reliability and Validity Prior to Data Aggregation	Lecture Only
Week 10 10/27	Bring Group Project Data File to Class	
Week 11 11/3	Group Project Factor Analysis Report Due Simple and Multiple Regression	Ch. 16
Week 12 11/10	One-way ANOVA with post hoc analysis	Ch. 13
Week 13 11/17	Group Project Regression Analysis Report Due Hypothesis Testing: Chi-square	Ch. 14
Week 14 11/24	Forecasting	Lecture Only
Week 15 12/1	Group Project Presentations	
December 8 th	FINAL EXAM: 8-10pm Group Project Final Report Due before midnight	

Group Project (20%)

The group project is designed to require students to apply diagnostic skills to formulate the problems, data collection skills to obtain appropriate data, and data analysis skills to draw conclusions to explain how the problem(s) can be solved/approached. The problem in this case is to **identify factors that contribute to customer dissatisfaction/satisfaction** and then prescribe **ways to improve customer satisfaction**.

Groups are required to design a survey, conduct the research, analyze the data, write a report covering at least the areas mentioned below, and present the findings in class. **A preliminary report (covering (1) to (4) below) is due 9/15. A report of the Factor Analysis/Reliability Analysis is due on 11/3, a report of the Regression Analysis is due on 11/17, and the final report (covering (1) to (6) below) is due on 12/8. Steps:**

- (1) **Company:** Briefly describe the history and the products/services of the company. [1-2 pages]
- (2) **Model:** Brainstorm and describe the possible contributing factors for customer dissatisfaction/satisfaction providing both conceptual and operational definitions for all factors including customer satisfaction. [2-3 pages]



- (3) **Method:** Prescribe a plan (Refer to the first page of the group project handout from Day 1 of class) for conducting the survey research. [1-2 pages]

NOTE: In your final report, this section should be changed from future tense (“We will do this”) to past tense (“We did this”) because at that point the study has been completed. You should detail the following:

- Who and How many: Target Population, Estimated Sample Size, and Sampling Technique
- What: Criteria for inclusion in study (e.g., 18+, shopped at store in last 6 months)
- Where and How: Methods for data collection (in-person or web-based, on-site or off-site)
- When: Time span of data collection including estimated start and stop dates

- (4) **Instrument:** Design a survey to (1) confirm the validity of the contributing factors for dissatisfaction/satisfaction (Xs), (2) measure “current” customer satisfaction level (Ys), and/or (3) seek customers’ input on desired improvements. (Note: Due to the time constraints for completing the project, you need to choose a company that has a customer base that is easily accessible.)
- (5) **Results and Discussion:** Conduct the research by giving the survey to at least 20 customers per group member. Perform the necessary data analysis. (See Hints for Data Analysis document.) Discuss the results and summarize the major findings. [8-10 pages]
MAJOR SECTIONS TO INCLUDE:
- Factor Analysis, Reliability Analysis, and Creating Scale Scores
 - Descriptive Analysis including Correlational Analysis
 - Multiple Regression Analysis to test your model developed in part 2
 - Assessment of issues with Multicollinearity
 - ANOVA analysis (at least two separate analyses)
 - Chi-Square Analysis (at least two separate analyses)
 - Analysis of open-ended comments
- (6) **Future Implications:** Propose a preliminary plan for improving the customer satisfaction based on these results (be as specific as possible) and/or describe what should be done next. [1-2 pages]

Group Score:

Survey Draft	5%
Final Written Report	<u>15%</u>
	Total: 20%

Individual Score = Group Score * Adjusting Factor

Peer Evaluation Form (Group Project)

Your Name:

Name of peer	Group Project Contribution* (0-100%)	Comment

- **If the contribution is below 80%, please provide an explanation in the Comment Column.**
- **Peer evaluation is due on or before the project due date.**