

Course Syllabus

Quantitative Methods for Business

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Global Green MBA Program – Flora Class (209.8100)
International MBA Program – Orchid Class (209.4805)

Period 1: 31.10.2019 – 27.12.2019

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Course Description

This course introduces key concepts and procedures in descriptive and inferential statistics, and to develop their statistical reasoning skills. By the end of the course the students will acquire a set of data analysis tools useful in assisting managers in the process of evidence-based decision making.

Course Outline

- Use appropriate numerical and graphical descriptive statistics
- Reason about center and variability properties of distributions
- Introduction to probabilistic concepts
- Understand and use the standard normal distribution and standardized scores
- Appreciate the main sources of uncertainty in statistical inference from a sample (estimates) to a population (parameters)
- Understand the logic of hypothesis testing and its applications
- Design and analyze basic linear statistical models
- Use statistical modeling to analyze relationships among variables (mean comparisons; analysis of variance; correlations; regression) via the linear model
- Use Microsoft Excel to perform statistical analyses

Assignments

Four homework assignments will be given throughout the course. Unless otherwise indicated, homework may not be completed by groups. Late homework will not be accepted.

Grading

Assignments	30%
Final Exam	70%

Resources

Levine, D.M. et al. *Statistics for Managers*, Global Edition, 2010.

Sinicich T. *Business Statistics by Examples*, 5th Edition, Prentice Hall, 1996.

Mendenhall W , Reinmuth J. E. and Beaver R. J. *Statistic for Management and Economics*, 7th Edition, Wadsworth, 1993.