Syllabus

Business Statistics

Course Name	Course type (credit/hours)	전필(3/3)		Course code	
	Target students Division/major/grade	경영학과/6학년		Opening semester	2019년 2학기
	Class time and classroom	수11.5(다110) 수12.5(다110) 수13.5(다110)(다110)			
Reference to this course	Related basic courses				
	Recommended concurrent courses				
	Related advanced courses				
Instructor	Name (title/division)	성민제 (부교수/경영대학 경영학부)			
	Office Room Number		Office phone Number	2912	e-mail	sungmj@ajou.ac.kr
	Office hours		Homepage address			
Teaching Assistant	Name (title/division)				
	Office Room Number		Office phone Number		e-mail	

1. Introduction

The process of specifying, analyzing, and testing models of human and systemic behavior in business world. Formalization of models; statistical test comparison and selection; implementation of test using a statistical computer package (SAS); implementation issues such as creating, sorting, and merging data files; transforming and recording data to meet statistical assumptions; hypothesis testing; detection of suppressor and mediator effects; introduction to exploratory data analysis; and the graphical depiction of relationships between variables.

2. Course Objectives

3. Class types and activities

4. Teaching Method

매주 수업진도 계획에 따른 새로운 주제를 강의

5. Knowledge and ability required for taking this course

6. Method of Evaluation

Evaluation Item	The Number of Times	Evaluation Proportion	Remarks
Attendance			
midterm exam			
final exam			
quiz			
presentation			
discussion			
homework			
etc			

Class attendance 10%
Lab Assignment 30%
Midterm exam 30%
Final exam 30%

7. Textbooks

Main/Sub	Title	Writer	Publisher	Publication year
주교재	Statistics	Ott		

8. Lecture Schedule

Week	Lecture contents	Lesson type	Remark
1	Introduction to inferential statistics	강의	
2	Introduction to SAS, hypothesis testing, one-sided/two-sided testing, single sample t-test	강의	
3	Contingency table analysis, Chi-square test	강의	Lab report 1 due
4	Independent samples t-test	강의	Lab report 2 due
5	Paired samples t-test	강의	Lab report 3 due
6	Correlation analysis, Simple linear regression	강의	Lab report 4 due
7	Review	강의	
8	Midterm	시험	
9	The General Linear model: Analysis of Variance Mediator effect	강의	Lab report 5 due
10	The General Linear model: multiple regression Suppressor effect	강의	Lab report 6 due
11	The General Linear model: Analysis of Covariance Mediator vs. Suppressor effects: ANOVA, Multiple regression, ANACOVA	강의	Lab report 7 due
12	Prediction and estimation: regression Regression equation, residuals, assumptions underlying the General Linear model	강의	Lab report 8 due
13	Prediction and estimation: ANOVA, ANACOVA Type I, Type III sums of square. Stepwise regression	강의	
14	Categorical data analysis: Logistic regression	강의	
15	Course Review	강의	Lab report 9 due
16	Final exam	시험	

9. Others