



American University of Beirut
Suliman S. Olayan School of Business
BBA Course Syllabus

Course Number:	Business Data Analysis - 21286 - BUSS 200 - 3
Course Name:	Business Data Analysis
Credit Hours:	3
Section Number and Time:	Section 1, TTh 9:30 am – 10:45 am
Instructor:	Dr. Abdulrazzak Charbaji
Phone:	03-714279
Course Syllabus:	http://www.charbaji.com/catdetails.php?catid=5
Office Hours:	Tuesdays and Thursdays 10:45-11:15
Required Materials:	<i>Text:</i> <u>Statistical Techniques in Business and Economics</u> , by Douglas A. Lind, William G. Marchal, Samuel A Wathen, (13 th) edition, McGraw Hill
Prerequisites:	MATH 204, CMPS 209 and business junior standing
Course Description:	This course covers basic statistical concepts and introduces some advanced concepts and tools that are useful for decision-makers in business and management. Topics include descriptive statistics, probability distributions, statistical inference (hypothesis testing and analysis of variance) from small and large samples of data, correlation and regression, forecasting and time series and statistical quality controls. An emphasis will be given to the understanding, applicability of statistical analysis and interpretation of the output of analyses using Excel spreadsheets tools and small mini real-life cases.
Relationship to Other Coursework:	This course (statistics) is considered a service course for many other courses such as finance, marketing, marketing research and managerial economics at the undergraduate level. Many of the topics covered in this course such as hypothesis testing, descriptive analysis, regression and correlation analysis are used in the above mentioned courses.



Program Learning Goals Emphasized

The key BBA program goals addressed through this course are:

Business professional competence - OSB graduates will be able to apply strategies that will allow a firm to compete successfully within its environment. In formulating these strategies graduates will use concepts, principles and theories from core business professional knowledge and competence both from generic and specific business areas in a familiar situation. Performance will be assessed by the instructor in the capstone course through case study analysis.

Quantitative decision making - OSB graduates will recognize and describe analytical-quantitative approaches to business and managerial decision-making situations. They will also demonstrate competency in the application of these analytical-quantitative approaches.

Instructional Methodology:

Lecture, class discussion, classroom exercises and group case analysis

Performance Evaluation and Grading:

Quiz 1	10%
Quiz 2	10%
Mid Term Exam	30%
Comprehensive Final Exam	30%
Attendance and Participation	10%
Case Analysis	10%
Total	100%

Course Outline:

Lectures & Business Computing Center	
Textbook: <u>Statistical Techniques in Business and Economics</u> , by Douglas A. Lind, William G. Marchal, Samuel A Wathen, latest (13 th) edition, McGraw Hill	
<u>Table of Contents:</u>	Date
Lectures: <ul style="list-style-type: none"> • Book & syllabus • Course requirements What is Business Data Analysis Douglas A. Lind, William G. Marchal, Samuel A Wathen,, (13 th) edition Chapter 1	Thu 12-Feb-09 Business Administration CL1



<p>Lectures: Review of descriptive Statistics</p> <p>Douglas A. Lind, William G. Marchal, Samuel A Wathen., (13th) edition Chapter 2 Thru 4</p>	<p>Tue 17 –Feb -09</p> <p>Business Administration CL1</p>
<p>Lectures: Review of descriptive Statistics</p> <p>Douglas A. Lind, William G. Marchal, Samuel A Wathen., (13th) edition Chapter 2 Thru 4</p>	<p>Thu 19 –Feb -09</p> <p>Business Administration CL1</p>
<p>Lectures: Introduction to statistical spreadsheet tools</p> <p>Douglas A. Lind, William G. Marchal, Samuel A Wathen., (13th) edition Chapter 2 Thru 4</p>	<p>Tue 24 –Feb -09</p> <p>Business Administration CL1</p>
<p>Lectures: Introduction to statistical spreadsheet tools</p> <p>Douglas A. Lind, William G. Marchal, Samuel A Wathen., (13th) edition Chapter 2 Thru 4</p>	<p>Thu 26–Feb -09</p> <p>Business Administration CL1</p>
<p>Lectures: Probability Distributions & Sampling distribution</p> <p>Lind, William G. Marchal, Samuel A Wathen., (13th) edition Chapter 5</p>	<p>Tue 3–mar-09</p> <p>Business Administration CL1</p>
<p>Lectures: Probability Distributions & Sampling distribution</p> <p>Lind, William G. Marchal, Samuel A Wathen., (13th) edition Chapter 6</p>	<p>Thu 5–mar -09</p> <p>Business Administration CL1</p>
<p>Lectures: Probability Distributions & Sampling distribution</p> <p>Lind, William G. Marchal, Samuel A Wathen., (13th) edition Chapter 7</p>	<p>Tue 10–mar -09</p> <p>Business Administration CL1</p>
<p>Lectures: Probability Distributions & Sampling distribution</p> <p>Lind, William G. Marchal, Samuel A Wathen., (13th) edition Chapter 8</p>	<p>Thu 12–mar -09</p> <p>Business Administration CL1</p>



<p>Lectures: Statistical Inference (Estimation and Hypothesis Testing)</p> <p>Lind, William G. Marchal, Samuel A Wathen., (13th) edition Chapter 9</p>	<p>Tue 17-mar -09</p> <p>Business Administration CL1</p>
<p>Lectures: Statistical Inference (Estimation and Hypothesis Testing)</p> <p>Lind, William G. Marchal, Samuel A Wathen., (13th) edition Chapter 9</p>	<p>Thu 19-mar -09</p> <p>Business Administration CL1</p>
<p>Lectures: Statistical Inference (Estimation and Hypothesis Testing)</p> <p>Lind, William G. Marchal, Samuel A Wathen., (13th) edition Chapter 10</p>	<p>Thu 24-mar -09</p> <p>Business Administration CL1</p>
<p>Lectures: Statistical Inference (Estimation and Hypothesis Testing)</p> <p>Lind, William G. Marchal, Samuel A Wathen., (13th) edition Chapter 10</p>	<p>Thu 26-mar -09</p> <p>Business Administration CL1</p>
<p>Lectures: Statistical Inference (Estimation and Hypothesis Testing)</p> <p>Lind, William G. Marchal, Samuel A Wathen., (13th) edition Chapter 11</p>	<p>Tue 31-mar -09</p> <p>Business Administration CL1</p>
<p>Lectures: Statistical Inference (Estimation and Hypothesis Testing)</p> <p>Lind, William G. Marchal, Samuel A Wathen., (13th) edition Chapter 11</p>	<p>Thu 2-Apr -09</p> <p>Business Administration CL1</p>
<p>Lectures: Statistical Inference (Estimation and Hypothesis Testing)</p> <p>Lind, William G. Marchal, Samuel A Wathen., (13th) edition Chapter 9 thru 11</p>	<p>Tue 7- Apr -09</p> <p>Business Administration CL1</p>
<p>Lectures: Statistical Inference (Estimation and Hypothesis Testing)</p>	<p>Thu 9- Apr -09</p> <p>Business</p>



Lind, William G. Marchal, Samuel A Wathen., (13 th) edition Chapter 9 thru 11	Administration CL1
Lectures: Analysis of Variance Lind, William G. Marchal, Samuel A Wathen., (13 th) edition Chapter 12	Tue 14– Apr -09 Business Administration CL1
Lectures: Analysis of Variance Lind, William G. Marchal, Samuel A Wathen., (13 th) edition Chapter 12	Thu 16– Apr -09 Business Administration CL1
Lectures: Analysis of Variance Lind, William G. Marchal, Samuel A Wathen., (13 th) edition Chapter 12	Tue 21– Apr -09 Business Administration CL1
Lectures: Analysis of Variance Lind, William G. Marchal, Samuel A Wathen., (13 th) edition Chapter 12	Thu 23– Apr -09 Business Administration CL1
Lectures: Regression and Correlation Analysis Lind, William G. Marchal, Samuel A Wathen., (13 th) edition Chapter 13	Tue 28– Apr -09 Business Administration CL1
Lectures: Regression and Correlation Analysis Lind, William G. Marchal, Samuel A Wathen., (13 th) edition Chapter 13	Thu 30–Apr -09 Business Administration CL1
Lectures: Regression and Correlation Analysis Lind, William G. Marchal, Samuel A Wathen., (13 th) edition Chapter 14	Tue 5– may -09 Business Administration CL1
Lectures:	



Regression and Correlation Analysis Lind, William G. Marchal, Samuel A Wathen., (13 th) edition Chapter 14	Thu 7– may -09 Business Administration CL1
Lectures: Nonparametric Statistics (Chi Square Applications) Lind, William G. Marchal, Samuel A Wathen., (13 th) edition Chapter 17	Tue 12– may -09 Business Administration CL1
Lectures: Nonparametric Statistics (Chi Square Applications) Lind, William G. Marchal, Samuel A Wathen., (13 th) edition Chapter 17	Thu 14 – may -09 Business Administration CL1
Lectures: Nonparametric Statistics (Chi Square Applications) Lind, William G. Marchal, Samuel A Wathen., (13 th) edition Chapter 17	Tue 19– may -09 Business Administration CL1
Lectures: Nonparametric Statistics (Chi Square Applications) Lind, William G. Marchal, Samuel A Wathen., (13 th) edition Chapter 17	Thu 21– may -09 Business Administration CL1
Review	Tue 26– may -09 Business Administration CL1
Review	Thu 28– may -09 Business Administration CL1
Classes end	
COMPREHENSIVE FINAL EXAM (30)	

**Summary of Topical
Coverage:**

	<u>Hours</u>	<u>% of Time</u>
Review of descriptive Statistics	2.34 hrs	6.25 %
Introduction to statistical spreadsheet tools	2.34 hrs	6.25%



Probability Distributions & Sampling distribution	4.90 hrs	13%
Statistical Inference (Estimation and Hypothesis Testing)	9.40 hrs	25%
Analysis of Variance	4.90 hrs	13%
Regression and Correlation Analysis	4.90 hrs	13%
Nonparametric Statistics (Chi Square Applications)	2.34 hrs	6.25%
Review	4.90 hrs	13%
Review	2.34 hrs	6.25%
Total Hours	37.50 hrs	100%

(based on 15 weeks effective teaching per semester @ 2.5 hours per week for 3 credit hours)

Use of Technology:

Students will use MS word, MS excel and Mega Stat for their case analysis.

Academic Honesty:

There will be zero tolerance for cheaters and plagiarizers of any form whether perpetrators, participants or passive observers. You are required to report any incidents of which you become aware.

University ID's are required, especially during examinations. Cell phones have to be switched off and not visible at all times during an examination. Having visible or active cell phones during examinations will be considered tantamount to cheating.

As per the Dean's instructions, the minimum penalty for the cases of cheating/plagiarism will be failing the course, possibly a Dean's warning to be kept as part of a student's permanent record, and a one-semester suspension. Beyond that, penalties escalate to the point of expulsion from the university.