



BUS 501 - Data Analysis for Business (Master Level)

Basic Information:

Instructor Name	TBD
Home Institution	TBD
Instructor Title	TBD
E- Mail	
Home Office Phone Number	
Office	TBD
Office Hours	TBD, and by appointment

Course Description:

This course provides an introduction to basic analytical skills. It provides a solid basis from which data analysis techniques and tools can be applied to solve business problems. There is an emphasis on problem solving and business analytics by both manual and computer methods. The first 5 Lectures will focus on the use of quantitative methods and techniques. The second 5 Lectures will focus on the use of qualitative research methods and techniques.

Required Course Materials:

Textbook	Edition	Author	Publisher	ISBN-10
Basic Business Statistics: Concepts and Applications	4th	Berenson, M., Levine, D., Szabat, K., O'Brien, M., Watson, J. and Jayne, N.	Pearson Australia	1486018955

Link to e-book purchase address:

https://www.amazon.com/Basic-Business-Statistics-Concepts-Applications/dp/1486018955/ref=sr_1_11?keywords=Basic+Business+Statistics%3A+Concepts+and+Applications&qid=1551420587&s=gateway&sr=8-11

Course Hours:

This course consists of 18 class sessions, 1 field trip. Each class session is 160 minutes in length; the field trip is 300 minutes in length. Classes normally meet from Monday to Saturday. This course has 61 contact hours in total. Final exam will be on 17th Jan, 2020.

Year Level:

The master level.

Prerequisite:

(List if there is any; List "None" if the course has no prerequisite)

None





Course Schedule:

Week	Session	Day	Topic (s)	Homework
Week 1	21 Dec, 2019	SAT	Students' Orientation Day	
	22 Dec, 2019	SUN	Course Introduction and Descriptive Statistics; Information for Business Use	Berenson et al. Ch. 1
	23 Dec, 2019	M	Drawing, Verifying and Reporting Conclusions	Berenson et al. Ch. 2
	24 Dec, 2019	T	Describing Quantitative Data	Berenson et al. Ch. 3
	25 Dec, 2019	W	Introduction to Regression and Probability (Part A)	Berenson et al. Sections 12.1-12.4 and Chapter 4
Week2	2 Jan, 2020	TH	Introduction to Regression and Probability (Part B)	Berenson et al. Sections 12.1-12.4 and Chapter 4
	3 Jan, 2020	F	The Normal Distribution, Sampling Distributions, and Confidence Intervals (Part A)	Berenson et al. Sections 6.1-6.4, 7.1-7.4, and 8. 1, and Normal tables
	4 Jan, 2020	SAT	The Normal Distribution, Sampling Distributions, and Confidence Intervals (Part B)	Berenson et al. Sections 6.1-6.4, 7.1-7.4, and 8. 1, and Normal tables
Week3	6 Jan, 2020	M	Mid-term Exam	
	7 Jan, 2020	T	Field Trip (5 hours) Hypothesis Testing (Part A)	Berenson et al. Sections 9.1-9.4, 12.7
	8 Jan, 2020	W	Hypothesis Testing (Part B)	Berenson et al. Sections 9.1-9.4, 12.7
	9 Jan, 2020	TH	Introduction to Qualitative Business Research: Purpose, Nature and Data	Qualitative Readings 1
	10 Jan, 2020	F	Formulating Business Problems for Qualitative Research	Qualitative Readings 2
	11 Jan, 2020	SAT	Qualitative Research Methods 1: Secondary Data Usage, Repertory Grid, Process Tracing	Qualitative Readings 3
Week4	13 Jan, 2020	M	Qualitative Research Methods 2: Case Study (Single and Multiple); Ethnography	Qualitative Readings 4
	14 Jan, 2020	T	Qualitative Research Methods 3: Interviewing Techniques, Narrative Interviews, Focus Groups, Action Research	Qualitative Readings 5
	15 Jan, 2020	W	Revision Consultations Quantitative and Qualitative - TBC	Exam Preparation
	16 Jan, 2020	TH	Reading Day	Exam Preparation





17 Jan, 2020	F	FINAL EXAM	
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Grading Policies:

Part	Percentage	Points
Attendance/ Participation	10%	10
Homework	20%	20
Mid-term Exam	30%	30
Exams	40%	40
Course Total	100%	100 Points

Grade Distribution:

Letter Grade	Grade Points
High Distinction	85-100
Distinction	75-84
Credit	65-74
Pass	50-64
Fail	0-49

Academic Integrity

SCP expects honesty from students in presenting all of their academic work. Students are responsible for knowing and observing accepted principles of scholarly research and writing in all academic work.

Academic dishonesty or cheating includes acts of plagiarism, forgery, fabrication or misrepresentation, such as the following:

- claiming the work or thoughts of others as your own
- copying the writing of others into your written work without appropriate attribution
- writing papers for other students or allowing them to submit your work as their own
- buying papers and turning them in as your own
- having someone else write or create all or part of the content of your assignments
- submitting the same paper for more than one study or class without explicit permission from the faculty members

General Principles

SCP is committed to principles of trust, accountability, clear expectations and consequences. It is also committed to redemptive efforts, which are meaningful only in light of these principles. Students will be granted due process and the opportunity for an appeal.

Academic dishonesty offenses generally are subject to incremental disciplinary actions. Some first offenses, however, receive severe penalties, including dismissal from the program.

General Disciplinary

The following is a non-comprehensive list of possible actions apart from dismissal from the program: warning from a professor, program director; a lower or failing grade on an assignment, test or course; suspension or dismissal from the course; suspension or dismissal from the program.





Disciplinary Actions for Specific Offenses

Some academic dishonesty offenses call for specific disciplinary actions. The following have been identified:

Falsification of documents:

Students who falsify or present falsified documents may be dismissed. Prospective students who are discovered to have presented falsified admission documents prior to admission shall be denied admission to the program. Should it be discovered after admission that a student had presented falsified documents for admission, such admission may be annulled and the record of academic achievement removed from the academic record, with appropriate notations. Such annulments or denials may be reviewed after one year.

Dishonesty in course requirements:

Course work (a quiz, assignment, report, mid-term examination, research paper, etc.) in which a student has been dishonest generally will receive zero points towards the grade in fulfillment of a course requirement, and/or the student may receive a failing grade for the course. The professor of the course determines the appropriate consequence.

Final assignment:

When a student cheats in a major or final assignment such as a comprehensive examination or presents plagiarized material in a major or final assignment, that student shall receive an F in that particular subject. Student cheats on more than two exams shall be dismissed from SCP.

