

**Statistics for Managers**  
**MNGT 4630**  
(Core)

**Associate Professor Chris Carter**

**Class Dates:** 23-26 June; 28 June-1 July  
**Examination:** 1 August 2007  
**Payment Due:** 25 May 2007

**Session 2, 2007**

**Course aims / objectives:**

At no time in our history have managers had greater access to data about the performance of their firms. Data warehouses, e-commerce solutions, employee and customer surveys, financial reporting, Six Sigma and transaction databases are providing managers with significant opportunities to manage with data. But have the skills of managers kept pace? Do managers know how to analyse data, to report and argue confidently about what the data is suggesting? Except in the most straightforward of cases, the answer is probably no. Can they navigate a statistical package on their PCs with ease, selecting the tools that analyse performance results and model cause-and-effect? Except for basic spreadsheet functions, the answer is again probably no.

This course prepares students in understanding and applying the concepts and tools of data analysis. It develops the skills to confidently apply statistical methods to performance problems inside their companies. Areas such as marketing, human resource management, operations, information systems and accounting provide rich opportunities for the application of statistics and modelling. This course acts as a service course for analysing data from all areas of business.

This course will combine theory from the course notes with problem-solving exercises using the statistical package StatTools, an Excel Add-In. Emphasis will be placed on the selection of the appropriate statistical technique to solve business problems and the interpretation of the associated theory.

**Assessment:**

2 Group assignments with individual weighting: 40%  
Tutorial participation: 5%  
Final examination (open book, two hours): 55%

**Award of a Fail Grade**

Any student not submitting both assignments will automatically receive a Fail grade.

**Course details / modules:**

**Day 1: Saturday, 23 June 2007** (2.00pm – 8.00pm)

- Overview of Course
- StatTools™ Tour
- Unit 1: Descriptive Statistics

**Day 2: Sunday, 24 June 2007** (10.00am – 7.00pm)

- Unit 2: Continuous Random Variables (morning session)
- Unit 3: Hypothesis Testing and Confidence Intervals (afternoon session)

**Day 3: Monday, 25 June 2007** (7:00pm – 10:15pm)

- Unit 4: Simple Linear Regression Models Part I

**Day 4: Tuesday, 26 June 2007** (7:00pm – 10:15pm)

- Unit 5: Simple Linear Regression Models Part II

**Day 5: Thursday, 28 June 2007****(7:00pm – 10:15pm)**

- Unit 5: Simple Linear Regression Models Part II (continued)

**Day 6: Friday, 29 June 2007****(7:00pm – 10:15pm)**

- Unit 6: Multiple Linear Regression Models

**Day 7: Saturday, 30 June 2007****(2.00pm – 8.00pm)**

- Unit 6: Multiple Linear Regression Models (continued)
- Unit 7: Time Series Models

**Day 8: Sunday, 1 July 2007****(10.00am – 7.00pm)**

- Unit 8: Models with Both Time Series & Regression Variables
- Unit 9: Course Summary
- Exam Review

**Course materials and text/s:****COMPULSORY \*\*\***

Albright, S.C., Winston, W.L. & Zappe, C.S. 2006, *Data Analysis & Decision Making with Microsoft Excel*, 3rd ed., Thompson South-Western, ISBN 0-324-40082-9.

**Note: The textbook is needed to obtain a licence to use the StatTools™ software.**

A set of Course Readings will be provided.

Please bring your **Course Notes** to the Computer Lab  
so you can work through the material and exercises in each unit.

**Other references:**

**Optional:** For students who have had no exposure to statistics:

Rowntree, D. (1991 Reprint)  
*Statistics Without Tears: A Primer for Non-Mathematicians*, Penguin  
ISBN 0-14-01.3632-0

Albright, S.C., 2003, *Learning Statistics with StatTools*, Palisade Corporation. Available at:  
<http://www.palisade.com.au>

**Lecturer details:**

Associate Professor Chris Carter  
AGSM, Room 208  
University of New South Wales  
Sydney, NSW, 2052

Tel: +61 2 9931 9251  
Fax: +61 2 9662 7621  
Email: [Chris.Carter@agsm.edu.au](mailto:Chris.Carter@agsm.edu.au)