**ECON5960SL/ECON6960 – UtahCRG I: Why Biz Fails**

**FALL 2012: Wednesday 6 – 9pm**

**Instructor**: Bradley Hatch and Luciano Pesci

**Email**: hatchs5@gmail.com

**3 Credit Hours**

**Classroom**: OSH 277

**Office**: TBA

**Office Hours**: Wednesday 9pm (or by Appointment)

**Course Description:** This course teaches students the scientific approach to managerial decision-making and project management. The approach consists of problem definition, model development, data collection, model implementation using the data, model validation, result analysis, and using the findings to implement changes which solve the original problem. Various quantitative models and methods will be discussed. Students use this approach while working on real-world projects through the Utah Community Research Group (UtahCRG) and its research partners.

\***Please note that this course counts for elective credit for graduate students in Economics, but not for the MSTAT program.**

**Course Objectives:**

1. To provide you with real-world research experience
2. To serve local organizations in need of quantitative research
3. To afford each of you with the opportunity to claim authorship of a research brief, business report, or academic publication

**Research Partners:** The Cystic Fibrosis Foundation and Utah Business Magazine. We will also be reviewing financial data in class.

**Grade Breakout:**

94-100 A 73-76 C

90-93 A- 70-72 C-

87-89 B+ 67-69 D+

83-86 B 63-66 D

80-82 B- 60-62 D-

77-79 C+ <60 F

**Service Learning Hours (5%):**

During the semester you are required to track the hours you spend on your project. You may do this in journal form week-by-week or you may write a 1-2 page paper that should contain a written explanation of your experience during the semester, a list of hours spent on your project divided by each week of the semester, and a grand total of hours spent.

**Quizzes (5%):**

Quizzes will be periodically on assigned reading **before** it is discussed in class. Our hope is you will come to class prepared to discuss the material.

**Assignments (20%):**

Assignments include all non-project related work. There will be 2 during the semester (secondary research, data coding/analysis) each worth 10%.

**Exam (20%):**

There will be two exams. They will cover the material presented in project work and contained in the readings.

**Project (50%):**

This includes all project related working such as the creation of a survey, data coding, analysis, the creation of a final PowerPoint deck, in-class presentation and its presentation to the client. The completion of this project will require approximately 100 hours of direct work for/with the client.

**Textbooks & Articles**

***Required:***

Malhortra, Naresh K. *Marketing Research: An Applied Orientation,* *Sixth Edition*, Prentice Hall, Upper Saddle River, New Jersey. 2010.

(ISBN: 978-0136085430).

***Suggested (This book is highly recommended if you need a stats refresher):***

Keller, Gerald. *BSTAT,*

*First Edition.* Cengage Learning. 2012.

(ISBN: 978-00734018316).

*\*In addition to the textbooks listed there may be articles and sections from other texts posted on Canvas*

**Software**

*While the classroom will have access to the following software programs, you are encouraged to have individual copies of the following:*

**Statistica by Statsoft (available “On The Hub”)**

**Microsoft Office 2010 (or 2007)**

**Americans with Disabilities Act:**

The University of Utah seeks to provide equal access to its programs, services and activities for people with disabilities. If you will need accommodations in this class, reasonable prior notice needs to be given to the instructor and to the Center for Disability Services, <http://disability.utah.edu/>, 160 Olpin Union Building, 581-5020 (V/TDD) to make arrangements for accommodations. All written information in this course can be made available in alternative format with prior notification to the Center for Disability Service.

**Course Outline**

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| **Date** | **Topic** | **Readings** |
| **SURVEY DESIGN**8/22 | Syllabus, Course IntroductionThinking Like an AnalystResearch Approach and Design | Malhotra Chapter 1, 2, 3 |
| 8/29 | Exploratory/Qualitative Research Survey MethodsSampling | Malhotra Chapter 4, 5, 6 |
| 9/5 | **Secondary Research Due**Questionnaire Design: SegmentationQuestionnaire Design: Key Factors | Malhotra Chapter 8, 9, 11, with optional chapter 12 |
| **DATA COLLECTION**9/12 | **EXAM II**Stats review | Keller Chapters 2Malhotra Chapter 15 |
| 9/19 | t-tests and Proportionality TestsANOVAs | Malhotra Chapter 16 Keller Chapter 12-14 |
| 9/26 | Regressions IRegressions II | Malhotra Chapeter 17Keller Chapter 16, 17 |
| **ANALYSIS****10/3** | Adv Techniques: Cluster AnalysisAdv Techniques: Factor Analysis | Malhotra Chapter 20, 19 |
| 10/10 | **Fall Break (No Class)** |  |
| 10/17 | Adv Techniques: Factor AnalysisKey Drivers Analysis |  |
| 10/24 | In Class Segmentation I |  |
| 10/31 | In Class Segmentation II |  |
| **PRESENTATION CREATION**11/7  | **EXAM II**Data Coding and Statistica TrainingExcel – Basics PowerPoint – Basics |  |
| 11/14 | **Instructor Guided Segmentation** |  |
| 11/21 | **Instructor Presentation**  |  |
| 11/28 | **Instructor Presentation**  |  |
| 12/5 | **In Class Presentations** |  |
| 12/12 | Client presentations |  |

***Note: This is a tentative schedule and is subject to change. If changes are necessary a revised course schedule will be provided to you.***