**ECON5960SL/ECON6960 – Quantitative Business Research I**

**Fall 2011: Lecture Mon/Wed 3pm-4:20pm, Lab Fri 3pm-4:20pm**

**Instructor**: Luciano Pesci

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**TA:** Bradley Hatch

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**3 Credit Hours**

**Classroom**: M LI 1160 (Marriott Library Lab 1160)

**Office**: TBA

**Office Hours**: Monday 4:30pm-5:30pm, Wednesday 10am-11am (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 Utah Grizzlies, KUER 90.1 Radio, SLC Film Center, Professional Education at the University of Utah, and the Utah Nonprofit Association.

**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.

**In-class Presentation (10%):**

This presentation is given in class during the final weeks of the semester. It is meant to be a rehearsal for the final presentation to the client of your findings.

**Assignments (20%):**

Assignments include all non-project related work. There will be 4 during the semester, each worth 5%.

**Project (40%):**

This includes the final PowerPoint deck and its presentation to the client. The completion of this project will require approximately forty hours of direct work for/with the client.

**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 materials.

**Exams (20%):**

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

**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):***

Bowerman, Bruce L. and Richard T. O’Connell. *Business Statistics in Practice,*

*Sixth Edition.* McGraw Hill/Irwin, Burr Ridge, Illinois. 2010.

(ISBN: 978-00734018316).

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

**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 2007

**Americans with Disabilities Act:**

The University of Utah and the David Eccles School of Business 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** |
| 8/22**SURVEY DESIGN** | Syllabus, Course IntroductionThinking Like an Analyst | Malhotra Chapter 1 |
| 8/24 | Research Approach and Design  | Malhotra Chapter 2, 3 |
| 8/29 | Exploratory/Qualitative ResearchAssignment: Qualitative study – IDIs, quick qual survey, finding secondary research (finding similar surveys) **Due 9/7** | Malhotra Chapter 4, 5 |
| 8/31 | Survey Methods | Malhotra Chapter 6 |
| **9/5** | **No Class: Labor Day** |  |
| 9/7 | Questionnaire Design: Key Factors | Malhotra Chapter 8 |
| 9/12 | Questionnaire Design: SegmentationAssignment: Client Survey, **Due 9/21** | Malhotra Chapter 9 |
| 9/14 | Questionnaire Design: Pricing  | Malhotra Chapter 10 |
| 9/19 | Sampling | Malhotra Chapter 11 (12 is optional) |
| 9/21 | t-tests and Proportionality Tests | Bowerman Chapter 10 (optional) |
| 9/26**DATA COLLECTION** | ANOVAs |  Bowerman Chapter 9 (optional) |
| 9/28 | Regressions IAssignment: Finding significance in data using t-tests, ANOVAs, regressions, etc. **Due 10/19** | Malhotra Chapter 17 |
| **10/3** | **MIDTERM I** |  |
| 10/5 | Regressions II | Bowerman Chapter 13, 14 (optional) |
| **10/10** | **No Class: Fall Break** |  |
| **10/12** | **No Class: Fall Break** |  |
| 10/17**ANALYSIS** | Advanced Techniques: Cluster Analysis | Malhotra Chapter 20 |
| 10/19 | Advanced Techniques: Factor Analysis | Malhotra Chapter 19 |
| 10/24 | Bringing it all together: Segmentation |  |
| 10/26 | Bringing it all together: Key Factors Study  |  |
| 10/31 | Bringing it all together: Pricing |  |
| 11/2 | Instructor guided analysis |  |
| 11/7 | **MIDTERM II** |  |
| 11/9 | PowerPoint – Basics |  |
| 11/14**PREPARE PRESENTATIONS** | PowerPoint – Utah CRG Standards |  |
| 11/16 | Stand-up Presentation Skills |  |
| 11/21 | Instructor guided presentation preparation |  |
| 11/23 | Instructor guided presentation preparation |  |
| 11/28 | In Class Presentations and Critique |  |
| 11/30 | In Class Presentations and Critique |  |
| 12/5 | Presentations/Client Meetings |  |
| 12/7 | Presentations/Client Meetings |  |
| 12/12-12/17 | Presentations/Client Meetings (if needed) |  |

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