Instructor and Contact Information

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Pigott 531B | Available by appointment Monday-Friday

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Course Materials


Software: JMP or R

Background on Course

ECON 5100 is a fundamental business course in the MPAC program, a required core course in the MSBA program, and an elective in the Professional MBA and MSF programs.

The only pre-requisite is ECON 5000 or a comparable course. ECON 5100 continues the development of students’ quantitative, analytical, and statistical skills. Topics include simple linear regression, multiple regression, forecasting, linear programming, and decision analysis.
Learning Outcomes and Objectives

The primary objective of this course is to help you develop analytical skills that will enable you to critically evaluate business research throughout your career. Through the lectures, discussions, readings, practice problems, and case studies, you will have opportunities to develop your skills in several areas: applying statistical decision-making tools, using statistical software, and interpreting and communicating quantitative information. After completing this course, you should be able to identify appropriate applications of multiple regression, decision analysis, and linear programming. In addition, you should be able to use these tools and/or their results in the management decision-making process.

Assignments

Assignments include recommended problems, case studies, and participation in both class and online discussions. Recommended problems and solutions are posted on Canvas. Please contact me if you have questions about the assigned problems.

Each student is required to submit analyses of three case studies: 1) Waite First Securities, 2) Springbank Drive, and 3) either Harmon Foods or Northern Napa Valley Winery. These cases require you to apply methods covered in class using statistical software (JMP or R) and to communicate and interpret your findings.

Each case study consists of two components:

- preliminary statistical tables (descriptive statistics, estimated regression models, and any other computations or tables) | please submit preliminary statistical tables 12 hours prior to scheduled class discussion

- a complete case analysis (a letter to the appropriate audience and a technical report) | please submit final tables as a Microsoft Word document 12 hours prior to scheduled class discussion and submit complete analysis including tables by the start of class

We will discuss preliminary models and findings in class prior to the final case deadline so that you will have an opportunity to refine your analysis. After you have submitted your final analysis, we will revisit the methods and findings and discuss the implications of your findings and the limitations of your analysis.

Grading

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<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Midterm &amp; Final Exams</td>
<td>50%</td>
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<tr>
<td>Case Studies</td>
<td>45%</td>
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<tr>
<td>Class and Online Discussions</td>
<td>5%</td>
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University Policies and Resources

Academic Policies

Academic Integrity Tutorial

Library and Learning Commons

Disabilities Notice: If you have, or think you may have, a disability (including an ‘invisible disability’ such as a learning disability, a chronic health problem, or a mental health condition) that interferes with your performance as a student in this class, you are encouraged to arrange support services and/or accommodations through Disabilities Services staff located in Loyola 100, (206) 296-5740. Disability-based adjustments to course expectations can be arranged only through this process.

Course Etiquette and Policies

Laptops, tablets, smartphones, and similar forms of technology may be used in this class for note taking and for viewing course materials as long as their use does not interfere with your participation or engagement in class discussions. Surfing the web, checking email, texting, and similar activities are distracting to students and to me and ultimately detrimental to the learning environment. A violation of this policy may result in appropriate grade sanctions.

Most course materials are available on Canvas. In addition, students will be required to submit assignments on Canvas. I cannot accept late cases because we will be discussing cases in class.

Attendance is expected. Participation in class and online discussions constitutes a portion of the overall course grade. If you miss class, it is your responsibility to obtain handouts from Canvas and notes from a classmate. If you cannot be present for an exam due to a work conflict or an emergency, please let me know in advance so that we can reschedule the exam as soon as possible. The final exam cannot be taken after the scheduled date.
<table>
<thead>
<tr>
<th>Date</th>
<th>Topics, Assigned/Recommended Readings, and Assignments/Exams</th>
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<tbody>
<tr>
<td>September 25</td>
<td>Course Overview and Review of Statistical Concepts</td>
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| October 2    | Simple Linear Regression and Introduction to JMP and R  
*Anderson, Sweeney, and Williams (ASW), Chapter 14*  
*Miller, Chapters 1, 2, 4, 8*                                                                                                                                                                      |
| October 9    | Waite First Securities Discussion, Simple Linear Regression, and Multiple Regression  
*ASW, Chapter 15*  
*Miller, Chapters 5 and 20*  
Waite First Securities | Preliminary Statistical Analysis*                                                                                                    |
| October 16   | Waite First Securities Discussion and Multiple Regression  
*Readings from The New York Times, Slate, and The Economist*  
Waite First Securities | Final Methods and Findings**                                                                                                          |
| October 23   | Multiple Regression  
*ASW, Chapter 16.1*  
*Miller, Chapters 13 and 14*  
Chocolate Consumption and Cognitive Function Online Discussion***                                                                          |
| October 30   | Midterm                                                                                                                                                                                                                                                   |
| November 6   | Forecasting, Miller and Rodgers Article Discussion, Springbank Drive Discussion  
*ASW, Chapters 18.1, 18.3, 18.5*  
*Miller and Rodgers Article*  
*Miller, Chapter 3*  
Springbank Drive | Preliminary Statistical Analysis*                                                                                                    |
| November 13  | Springbank Drive Discussion, Forecasting, and Multiple Regression  
*ASW, Chapter 16.6*  
Springbank Drive | Final Methods and Findings**                                                                                                          |
| November 20  | Harmon Foods and Northern Napa Discussions and Linear Programming  
*Eckstein, Note on Linear Programming*  
Harmon Foods or Northern Napa | Preliminary Statistical Analysis*                                                                                                    |
| November 27  | Harmon Foods and Northern Napa Discussions and Decision Analysis  
*ASW, Chapter 21*  
*New York Times Article*  
Harmon Foods or Northern Napa | Final Methods and Findings**                                                                                                          |
| December 4   | Final Exam                                                                                                                                                                                                                                                |

*Statistical tables are due on Canvas 12 hours prior to class. Also bring hard copies to class.  
**Final case study analyses are due on Canvas 12 hours prior to class.  
***Contributions to online discussion are due on Canvas 12 hours prior to class.