

MGMT643, Course Outline, Spring 2004

Course: <http://www.people.vcu.edu/~randrews/mgmt643/mgmt643.html>

INSTRUCTOR: **Robert L. Andrews**, Room 3121, School of Business
Office phone & voice mail: 828-7101;
Electronic Mail: rlandrew@vcu.edu
Home phone: 355-4645 This number is given in good faith that it will be used with discretion (8 a.m. to 10 p.m. except for urgent situations).

OFFICE HOURS: Regularly available: Monday & Wednesday from 2:45 to 5:15 p.m. Normally I will be available after class on Mondays and I am on campus most days. If you need to see me, I suggest that you make an appointment. If you do not have an appointment, call before making a special trip to my office, because I may already have another appointment at that time.

PREREQUISITE: MGMT632, ECON612 or equivalent preparation. This means that you have an understanding of algebra and statistics through multiple regression and one-way ANOVA.

TEXTBOOK: James Lattin, J. Douglas Carroll and Paul E. Green, *Analyzing Multivariate Data*, Brooks/Cole-Thomson Learning (2003), ISBN: 0-534-34974-9

OPTIONAL: SPSS 11.5 Available at Online@VCU.

LAST DAY TO WITHDRAW: Friday, March 26, 2004

FINAL EXAM DATE: 4-6:45 p.m. Wednesday, May 12, 2004

MISSION AND OBJECTIVE OF THIS COURSE

To provide students with a conceptual understanding of basic multivariate statistical analysis procedures. Students will be expected to perform some basic calculations and to be able to use the statistical package such as SPSS to analyze multivariate data. The focus will be on improving critical thinking and reasoning rather than on rote memorization of formulas and procedures.

ACADEMIC INTEGRITY

If you are not familiar with the V.C.U. Honor System, I suggest that you visit the website at <http://www.students.vcu.edu/rg/policies/rg7honor.html>. Each of us has our part to play in upholding academic integrity at V.C.U. If the university is producing cheaters, this reflects poorly on the rest of the university community even though you individually are not cheating. The true friend will confront the person cheating. Individuals do not change behavior if they never have to account for what they are doing. If you observe something that is not correct and refuse to take any action, you are developing a habit that may be as detrimental to society as the habit you are allowing others to develop. The Honor System Coordinator for the School of Business is Dr. Wayne Edmunds. Please come to Dr. Edmunds or me with academic integrity concerns involving this class. Remember that **your honesty and integrity are more important than a grade in a course or even a university diploma.**

GRADING:	Final letter grades will be assigned using this scale.				
A	B	C	D	F	
90-100	80-89.9	70-79.9	60-69.9	Below 60	

The final numerical average will be based on a series of quizzes and assignments, a project and a comprehensive final exam. The quizzes will be averaged together to provide a quiz average with the lowest quiz or assignment grade being dropped. If you do not take a quiz within 24 hours of when it is given, no makeup will be given and a grade of zero will be assigned. In calculating the final average, the project, the final exam and the quiz average will each count 1/3 of the grade.

CLASS ATTENDANCE and HOMEWORK

Each student is held responsible for the material covered and assignments given during each class. If you are forced to miss a class then it is your responsibility to find out what was covered in class. Quiz dates as well as homework problems will be assigned during class meetings. Should you be forced to miss a class, then arrange to obtain the notes from a classmate. It is the policy of VCU to accord students, on an individual basis, the opportunity to observe their traditional religious holidays. Students desiring to observe a religious holiday of special importance must provide advance written notification to each instructor by the end of the second week of classes. Also, notify me in advance of necessary absences. **I do not give makeup quizzes**, but I will try to be reasonable in dealing with individual cases if the situation merits.

A minimal set of problems illustrating principles that should be learned will be assigned in class. **The problems will not be collected**, but each student is expected to be prepared to discuss their work if called on during class. Your attendance and homework performance can be used to improve your letter grade if your average falls slightly below a cutoff.

YOUR ATTENDANCE AND HOMEWORK PERFORMANCE WILL NEVER BE USED TO LOWER YOUR LETTER GRADE!

RULES FOR QUIZZES, ASSIGNMENTS, AND EXAMS

All calculations for pledged work (quizzes, assignments, project and exam) are expected to have at least three significant digits. Calculations rounded off to fewer digits will be considered to be in error due to excessive rounding. **We have computers in the classroom and students may use the Excel or SPSS packages to perform computations.**

The final exam and all quizzes will be OPEN BOOK and OPEN NOTES.

I will focus on using Excel and SPSS as computational tools but students may use SAS or other computational packages for assignments or projects.

COMPUTING

I will be using SPSS 11.5 in class and you will be expected to use SPSS or a comparable statistical package to perform analyses of data sets I will provide. I do not require that each student purchase SPSS but I think it is worthwhile and it can be obtained from **Online@VCU**. SPSS can be accessed from several locations on campus. Projects may be done using other statistical analysis packages such as SAS if you get prior approval. Students should be familiar with VCU's Computer Ethics Policy at <http://www.students.vcu.edu/rg/policies/rg7compu.html>.

UNFORESEEN CANCELLATION OF CLASS

If a class is canceled because of an unforeseen event then all assignments for that class meeting, including quizzes, carry over to the next class meeting. In the case of inclement weather, I will make every effort to be in class if VCU is not closed. You must assess the risks involved in your situation and decide what you should do. Also you must accept the consequences of your decision and be responsible for the material covered if you choose to miss class. The university maintains an inclement weather telephone number, (804) 278-1727, as well as an inclement weather web page found at <http://www.vcu.edu/weather/>.

GENERAL COMMENTS

This course is clearly quantitative in nature. Emphasis will be on improving problem solving skills and understanding the concepts to enhance your ability to recognize the benefits, potential uses and limitations of the methods being studied. We will not concentrate on developing theoretical foundations for the methods.

This course will depend on the utilization of previously acquired skills. Most likely some of you are well prepared while others may have a weaker foundation. If you are in the later case then you will need to give additional time and effort to this course in order to succeed.

CLASS RELATIONS

Here is some of my personal philosophy that will have an important bearing on our relationship during this course. I ask that classroom behavior be orderly and reasonable. I intend to respect you as a person and I expect each of you to do the same for your classmates and me. Constructive criticism is necessary in the education process but in excess it is destructive and indicates a lack of respect for others. I am concerned about you. As a teacher, I am concerned about your progress as a student. As a Christian and a fellow human being, I am concerned about you as a person and your personal problems. I invite you to come to me with difficulties you are having in class or out. As a practical matter, I have many students and limited time available. Hence, I do not have time to waste with people who are not willing to make an effort to help themselves. Should you need help, please come for help before you get in over your head. If you have any constructive criticism for me that you believe will benefit our entire class or future classes, please come to me privately with this. I do appreciate this feedback that is essential for improving the quality of my classes. It is important to have an environment that is conducive to learning and VCU has policies to govern sexual harassment <http://www.students.vcu.edu/rg/policies/rg7harass.html> and other unacceptable conduct that does not respect fellowmembers of the university community.

POLICY ON DISABILITIES

VCU is committed to a policy of equal opportunity and affirmative action in education and employment and complies with the requirements of the Rehabilitation Act of 1973 and the American Disabilities Act of 1990. If you require special accommodations, please contact me at your earliest convenience.