

## **MGMT643**, Course Outline, Spring 2009

[http://www.people.vcu.edu/~randrews/mgmt643/mgmt643\\_Hair\\_Stevens.html](http://www.people.vcu.edu/~randrews/mgmt643/mgmt643_Hair_Stevens.html)

**INSTRUCTOR:** **Robert L. Andrews, Room B2151**, Snead Hall  
**Office phone & voice mail: 828-7101;**  
Electronic Mail: [randrews@vcu.edu](mailto:randrews@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 2:30 to 5:00 p.m. Normally I can be available after class on Wednesdays. 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. I generally work at home most mornings. If I am not in my office do not hesitate to call my home to see if I am working there.

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

**TEXTBOOKS Required:** **Multivariate Data Analysis** by Hair, Black, Babin, Anderson and Tatham, sixth edition (2006) from Prentice-Hall; ISBN-10: 0130329290; ISBN-13: 978-0130329295  
**Suggested:** **Applied Multivariate Statistics for the Social Sciences** by James P. Stevens Fourth Edition (2002) from Lawrence Erlbaum Associates Publishers  
ISBN: 0-8058-3777-9 for paperback version & ISBN: 0-8058-3776-0 for hardback version  
**Optional:** SPSS Available at [Online@VCU](mailto:Online@VCU).

**LAST DAY TO WITHDRAW:** The last day to withdraw is **Friday, March 20, 2009.**

**FINAL EXAM DATE:** 4-6:45 p.m. **Wednesday, May 6, 2009**

(No class January 19, March 9 or March 11)

### **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 a 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 read the document at [http://www.provost.vcu.edu/pdfs/Honor\\_system\\_policy.pdf](http://www.provost.vcu.edu/pdfs/Honor_system_policy.pdf). Each of us has a part to play in upholding academic integrity at V.C.U. If the university is producing cheaters, this reflects poorly on the entire university community, including you even though you individually are not cheating. A true friend will confront the person cheating. If individuals are not held accountable for their behavior they no reason to change. 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. All work is considered to be pledged work unless the instructor specifies otherwise. Please come to 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.**

<b>GRADING:</b>	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 16 in class and you will be expected to use SPSS or a comparable statistical package to perform analyses of data sets I will provide. VCU has a site license agreement with SPSS, Inc., which allows VCU students, faculty, and staff to use several popular SPSS products for Microsoft Windows at no cost (Details at <http://www.ts.vcu.edu/faq/stats/spss.html>). SPSS can also be accessed in the 2<sup>nd</sup> floor lab in Snead Hall and from other locations on campus. Projects may be done using other statistical analysis packages such as SAS if you get prior approval.

**EMERGENCY PHONE NUMBER FOR THE VCU POLICE (828-1234)**