

**C. T. Bauer College of Business
University of Houston**

BZAN 6310: Quantitative Analysis for Business Decisions (Spring 2016)

Professor	Ye Hu, Ph.D. 375F Melcher Hall 713-743-2181 yehu@uh.edu Office Hours: Before and after each class or by appointment
Software	Microsoft Excel 2013 is required. The Mac version of Excel misses some advanced functions; Mac users need to be able to run Excel in Windows!!

Business executives often face decisions with enormous information inputs, especially in today's Big Data era. To take advantage of this "too much data" situation and improve analytical decision making, a key first step is to build a solid knowledge foundation of quantitative analysis in business settings. The course will use a combination of lectures, case discussions, and exercises.

We will use Blackboard Learn system to share background readings, datasets, lecture notes and other materials. Link: <http://www.uh.edu/blackboard/>

ASSESSMENT AND GRADES

Your final grade in the course will depend on the total points (out of 100 points) you earn. The total points you earn is based on the following assessment method:

A. Class Participation	15 points
B. Exercises	35 points
C. In-Class Exam 1	25 points
D. In-Class Exam 2	25 points

The point-to-grade conversion for the course will be as follows:

Points	Grade
Score \geq 90	A
$85 \leq$ Score $<$ 90	A-
$80 \leq$ Score $<$ 85	B+
$75 \leq$ Score $<$ 80	B
$70 \leq$ Score $<$ 75	B-
$65 \leq$ Score $<$ 70	C
$60 \leq$ Score $<$ 65	D
Score $<$ 60	F

CLASS PARTICIPATION

Class discussion is an integrated part of this course. Students are expected to be prepared to comment at all times. To reinforce this expectation, I will "cold call" throughout the discussion, whether or not the class member's hand is raised.

Grading class participation is necessarily subjective. The following criteria give you a guideline for evaluating effective class participation:

1. Is the participant prepared? Do comments show evidence of analysis of the case or examples? Do comments add to our understanding of the situation? Does the participant go beyond simple repetition of facts without analysis and conclusions? Do comments show an understanding of methods, concepts presented in class lectures or reading materials?

Syllabus: Quantitative Analysis

2. Is the participant a good listener? Are the points made relevant to the discussion? Are they linked to the comments of others? Is the participant willing to interact with other class members?
3. Is the participant an effective communicator? Are concepts presented in a concise and convincing fashion?

Keep in mind that your grade for class participation is not simply a function of the amount of "air time" you take up. In general, you will be evaluated on how well you respond to questions and on how effectively you take into account the comments and analyses of your classmates. In order to obtain a grade for class participation you must attend the class sessions.

EXERCISES

In order to maximize the learning experience, we have several group based exercises throughout the class. The exercises are group based. Realizing that all of you have a very busy schedule, we will try to settle most of the exercises in class, with occasional take-home assignments.

EXAMS

There will be two in-class exams. The dates are marked in the tentative schedule of classes. Each exam is composed of several questions related to materials covered in the previous classes. The exams are open book, open notes. **Bring your computer to the exams.**

Academic honesty and accommodations for students with disabilities Please refer to your student handbook for academic honesty policies. The C.T. Bauer College Business would like to help students who have disabilities achieve their highest potential. To this end, in order to receive academic accommodations, students must register with the Center for Students with Disabilities (CSD) (telephone 713-743-5400), and present approved accommodation documentation to their instructors in a timely manner.

Schedule of Classes

Session	Date	Topic
1	Jan 5	Course introduction, Excel 2013, and descriptive statistics
2	Jan 9 / a.m.	Data discovery
3	Jan 9 / p.m.	Probability
4	Jan 12	Exam 1
5	Jan 19	Statistical distributions, Experiments
6	Jan 23 / a.m.	Regression
7	Jan 23 / p.m.	Regression 2, Case: Colonial Broadcasting (894011)
8	Jan 26	Forecasting, Case: Marriott Rooms Forecasting (UV0353)
9	Feb 2	Optimization
10	Feb 9	Exam 2