

MASTER SYLLABUS
QUANTITATIVE METHODS FOR MANAGERS
BUSI 5304

Course Description:

This course explores the capabilities and limits of using basic and intermediate level statistical methods and tools to gather, analyze, report and use quantitative management information. Using quantitative management information by bringing together fundamentals of statistics as a source of techniques; textbooks and other statistical materials as a source of structure; Excel as a source of technical assistance; and, problems, scenarios and databases as a source of management information are stressed.

Learning Objectives:

Upon completion of this course, students will be able to:

- Speak about and use data that is literate, fluent and capable of being used to analyze, assess and adjust business processes and policy situations.
- Mine, manipulate and interpret data using common software, Excel, and various freeware.
- Determine how to set quantitative norms and standards for business processes.
- Decide if existing or proposed quantitative process norms and standards are reasonable.
- Identify when a business process is working within norms and standards.
- Determine if a business process is out of control and whether or not the manager should merely monitor this process or intervene.
- Nominate business process variables as potential levers for process success and failure.
- Determine what other data might be needed to address a given business process.
- Calculate the return on investment for gathering additional data.
- Demonstrate how to gather additional data.
- Determine if business process data are sufficient, competent and reliable for the management question faced.
- Determine if business process data are valid and reliable enough to provide reasonable assurance that the manager's interpretations and inferences are generally correct.
- Specify and control the probability that interpretations and inferences are, in fact, wrong.
- Establish and measure worst-case business process risk.
- Decide how much data are enough.
- Identify and use best practices for summarizing, describing, displaying and presenting business process data, analysis, findings, conclusions and recommendations.

Class Format:

Lectures, software use, formal and informal writing, discussion and testing.

Current syllabus for this course may be obtained from professor. This is a sample syllabus and should not be used by students enrolled in this course.