

MGB-203B – Forecasting & Managerial Research Methods

PREREQUISITE:	MGB/P/T 403A – Data Analysis for Managers
TERM:	Spring Quarter 2022
LECTURES:	Even Saturdays 4/2, 4/16, 4/30, 5/14, 5/28 Midterm Exam – Take-home Due 5/14 before the class Final Exam – In-class on 6/4
INSTRUCTOR:	Mehul Rangwala mrangwala@ucdavis.edu
OFFICE HOURS:	Will be available on the Canvas site. I will stay back after every class if you want to meet me in person.
TEXTBOOK:	<i>Statistics for Management and Economics, 11th or 12th edition</i> by Gerald Keller, Cengage Learning. 11 th edition ISBN-13: 9781337296946, ISBN-10: 1337296945 12 th edition (ebook) ISBN-13: 9780357714409, ISBN-10: 0357714407
NOTES AND HANDOUTS:	I will upload the notes, data sets, and in-class exercises on Canvas before every class. Throughout the quarter I will be posting detailed notes and solved examples on the topics covered in the class. In the past, students have found them very helpful when working on the exams and homework.
COMPUTER PACKAGE:	Minitab. You can rent Minitab from http://www.onthehub.com/minitab/ No prior experience with Minitab is required. You will learn it through in-class exercises and homework assignments. It is a quite intuitive and easy to use. No programming is needed.
PEDAGOGICAL APPROACH:	The class sessions will be interactive with <u>lectures, discussions, and hands-on exercises using Minitab</u> . After I introduce a topic, we will work on cases and exercises related to the concepts covered in each class session to reinforce the theory. A laptop with Excel and Minitab installed is required.

GRADING:	Homework (<u>Group</u>)	40%
	Midterm (<u>take-home</u>)	30%
	Final Exam (<u>in-class</u>)	30%

Course Objectives:

1. Build a foundation for big data and analytics.
2. Prepare you for other analytics-related courses in the MBA program.
3. Gain an appreciation for the breadth of statistical topics available to solve complex business problems.
4. Learn to identify correct statistical methods appropriate for business problems under consideration. Interpret the results and convey the interpretations in a non-technical manner to your audience.
5. Learn to use statistical software (Minitab) for computations.
6. Be able to critically evaluate reports/articles/research containing statistical information.

Additional Points and Suggestions:

1. The course 403A takes you from fundamental principles through basics of regression analysis. This course (203B) closes the loop by covering ANOVA, regression analysis, time-series analysis, and statistical process control. I will spend some time during the first lecture reviewing some key concepts from the 403A so that we smoothly transition to 203B.
2. While there will be some focus on mathematical formulas, a significant proportion of time will be spent on intuition behind statistical techniques, analyzing when a particular technique should be used, and interpreting/understanding the results from the computer outputs. It is not uncommon for business managers to misapply statistical techniques to research problems. So, it is very important to be able to identify and choose correct methods to solve research problem under study.
3. After the class, re-read the class notes. Summarize what you have learned every week.
4. If you have difficulty with any material, please don't hesitate to contact me. My topmost priority is to ensure that you are successful in understanding of the material.
5. The formats of the midterm and final exams may vary but they will be open-book, open-notes. Please note that the purpose of the exams is to test your understanding of the concepts and not to test your ability to mechanically select menus and options in Minitab and Excel. To that end, the exam may contain a mix of conceptual (multiple-choice) questions and problem applications.

6. Real learning has happened when you can explain the statistical concepts in your own words to people who don't understand statistics.
7. The group homework, midterm, and the final will be cases drawn from various business situations. You will be required to perform quantitative and qualitative analyses for these cases.

Schedule on the next page

Schedule (Tentative)

This is a tentative schedule. Contents and sequence may be adjusted according to the pace of the class.

	Date	Assignments Due	Topics Covered
1	4/2/2022 (AM Session)		Review from 403A <ul style="list-style-type: none"> • Overview of Inferential Statistics • Inference about Population Mean – Standard deviation known • Inference about Population Mean – Standard Deviation unknown Analysis of Variance <ul style="list-style-type: none"> • One-Way Analysis of Variance • Multiple Comparisons
2	4/2/2022 (PM Session)		Analysis of Variance (contd.) <ul style="list-style-type: none"> • Randomized Block Design • Two-Factor Analysis of Variance Nonparametric Tests <ul style="list-style-type: none"> • Wilcoxon-Rank Sum Test • Kruskal-Wallis Test • Friedman Test
3	4/16/2022 (AM Session)	Homework 1 (Group)	Simple Linear Regression and Correlation <ul style="list-style-type: none"> • Introduction • Estimating and Interpreting Coefficients • Assessing the Model • Point and Interval Predictions • Non-Standard Case • Comprehensive Example
4	4/16/2022 (PM Session)		Multiple Regression <ul style="list-style-type: none"> • Introduction • Estimating and interpreting coefficients • Assessing Model Fit • Regression Diagnostics
5	4/30/2022 (AM Session)	Homework 2 (Group)	Model Building <ul style="list-style-type: none"> • Partial F-test • Polynomial regression and nonlinear regression models • Regression models with interaction • Dummy variables

	Date	Assignments Due	Topics Covered
6	4/30/2022 (PM Session)		<p>Model Building</p> <ul style="list-style-type: none"> • Introduction to Variable Selection • Variable Selection (Stepwise Regression) • Model Building Process <p>Logistic Regression (if time allows)</p> <p>Chi-Squared Tests</p> <ul style="list-style-type: none"> • Chi-Squared Goodness-Of-Fit Test • Chi-Squared Test of a Contingency Table <p>Nonparametric Statistics</p> <ul style="list-style-type: none"> • Spearman Rank Correlation
7	5/14/2022 (AM Session)	Midterm Exam (Take-Home - will be posted after the class on April 30. Complete and submit before the class on 5/14.)	<p>Time-Series Analysis and Forecasting</p> <ul style="list-style-type: none"> • What is Time Series? • Forecasting and Methods • Time Series Components • Forecast Accuracy Measures • Naïve Forecasts • Smoothing Techniques
8	5/14/2022 (PM Session)		<p>Time-Series Analysis and Forecasting</p> <ul style="list-style-type: none"> • Trend and Seasonal Effects • Randomness and Random Walk Model • Autoregressive Modeling • Modeling Seasonal Patterns
9	5/28/2022 (AM Session)	Homework 3 (Group)	<p>Statistical Process Control</p> <ul style="list-style-type: none"> • Introduction to Statistical Process Control • Process Variability • Introduction to Control Charts • Variable Control Charts
10	5/28/2022 (PM Session)		<p>Statistical Process Control</p> <ul style="list-style-type: none"> • Hypothesis Testing and Control Charts • Pattern Tests • Attribute Control Charts • Process Capability
11	6/4/2022 (1:30 – 4:30 PM)	Final Exam (In-class)	Comprehensive