

IDS 462—Statistical Software for Business

Class Hours: M 6:00 to 8:30 pm
Office Hours: M 5:00-6:00 or by appointment
Email Address: jspark4@uic.edu
(email is the best way to contact me)
Office Location: 2450 UH (Also look in 2432 UH)

Instructor: John Sparks
Room: CCC408 (Computer Lab)
Phone: 312 413 5404

Evaluation:

Homework	50%
Midterm (Project)	20%
Final (Project)	30%

Required Text: Applied Statistics and The SAS Programming Language by Cody and Smith

Note: An additional text maybe be assigned before the end of the semester

Topics and Structure of the Course:

This class is designed to teach you statistical techniques that are used in common business practice and how to run them using standard statistical software. I will focus almost exclusively on the use of SAS because it is by far the most commonly used statistical software package in the business world.

Generally, each week I will teach one new statistical technique in combination with one specific programming technique in SAS. I will lecture for some portion of the class time and then students will have the remainder of the time in the lab to work on the homework assignment. The homework is due at the beginning of the next class.

Homework: Students are to write me a MEMO regarding the business application of the analysis they have completed. This memo is then to contain a technical appendix that should include any relevant statistical details and a copy of the program and log printout if necessary. In short, pretend that the first part of the memo is being written for your boss who has only very little knowledge of statistics and is not really very interested in statistics. He just wants to know how to use the information you have given him for business purposes. For the technical appendix, assume that you are writing for a research reviewer who has a Ph.D. in statistics and wants to review your methods for accuracy and correct implementation.

Being able to write up statistical results in business language is a very important—but difficult—skill that will serve you well in the future. I will be tough grader of these memos. Therefore, I will allow you to re-do these memos up to 2 times.

For the mid-term project you will execute a model on a binary dependent variable. This will be discussed in more detail at the appropriate time.

For the final project I want you to use the Wharton Research Data Services (WRDS) financial data that is available to students of UIC. We are very lucky that our university subscribes to this very expensive data service. For this task I want you to come up with a trading strategy and evaluate it. Again, we will discuss this in more detail later in the term.

Warning about the midterm and final project: Data cleansing ends up taking much more time than you expect it will. Therefore, start on these projects EARLY so that you can get the data, start cleansing it, ask me for any help, cleanse some more, and THEN start your analysis.

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Some Ground Rules

1. Honor Code. This course and its associated coursework are being administered under the policies of the University of Illinois at Chicago (UIC) College of Business Administration Honor Code. All students are expected to respect and uphold this code.

2. Late Homework. The late homework policy is as follows: Late homework will only be accepted at the class following the due date of the homework and with a 20% penalty.

3. Talking in Class. Excessive talking during lecture will not be tolerated. It is distracting to your fellow students and to the instructor. Students who persist in talking during lecture classes will be excused from the classroom. *I'm not kidding.*

4. Blackboard. A Blackboard site exists for this class and contains a great deal of important information. Slides for the first lecture were made available on the first day of class. Students are responsible for ascertaining the slides for the remaining lectures from Blackboard. This is highly encouraged, as it will help you to understand the lecture better.

5. Office Hours. During the regular semester I most prefer to help students in the classroom immediately before or after class. This way if there are common questions I can help multiple students at once.

6. Turning in Homework. Emailed homework will not be accepted without prior permission.

7. Email. I occasionally send out email to the class that is very important. I will send email from the Blackboard system. You can alter your email address that that system sends to, but the default is your regular university email. You are responsible for changing your email address in Blackboard if you wish to.

8. Getting Help. Don't be afraid to come see me if you need help and don't wait until it is too late. Also, during lab time, don't be afraid to ask the people around you for help. There are many of you and only one of me.

9. Grading. Your grade for the course will be based on the weighted percent of total points possible. I will use a straight scale with 100% to 90% receiving an "A", etc. I may use a curve as I see fit. The cut-points of the curve will be ENTIRELY at my discretion. There will be **NO** extra-credit opportunities, so study hard for the midterm and the final.

10. You are responsible for the content of the class whether you actually attend the class or not.