COMM 121 QUANTITATIVE METHODS 1 6 CP

PRE-REQUISITE None

WEBCT is used for lecture material, tutorial and textbook chapter answers, and other important notices

SPRING SESSION 2007 WOLLONGONG CAMPUS

Lecturer and Subject Co-ordinator

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School of Economics and Information Systems
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Consultation: Wednesday Time: 16.30 - 17.30
Thursday 13.30 - 16.30

Tutor in Charge

MS. REETU VERMA
School of Economics and Information Systems
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Consultation: Tuesday Time: 12.30 - 15.00
Thursday 13.30 – 15.00
SECTION A: GENERAL INFORMATION

LECTURE TIMES

Lectures will be held on

Wednesday 13.30 to 15.30 67.107
17.30 to 19.30 38.G01 (repeat lecture)

Thursday 11.30 to 12.30 40.HOPE
16.30 to 17.30 35.G20 (repeat lecture)

LECTURE PROGRAM

<table>
<thead>
<tr>
<th>WEEK</th>
<th>Topics Covered</th>
<th>Readings</th>
</tr>
</thead>
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<tr>
<td>1</td>
<td>Emergency Evacuation Procedures</td>
<td>Chapter 1</td>
</tr>
<tr>
<td></td>
<td>Introduction to Quantitative Methods 1</td>
<td></td>
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<tr>
<td></td>
<td>Introduction and data collection</td>
<td></td>
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<tr>
<td>2</td>
<td>Charts and Graphs</td>
<td>Chapters 2 and 3</td>
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<tr>
<td></td>
<td>Descriptive Statistics</td>
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<tr>
<td>3</td>
<td>Probability</td>
<td>Chapter 4</td>
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<tr>
<td>4</td>
<td>Discrete Distributions</td>
<td>Chapters 5 and 6</td>
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<tr>
<td></td>
<td>Continuous Distributions</td>
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<tr>
<td>5</td>
<td>Sampling and Sampling Distributions</td>
<td>Chapter 7</td>
</tr>
<tr>
<td>6</td>
<td>Statistical Inference: Estimation for Single Populations</td>
<td>Chapter 8</td>
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<tr>
<td>7</td>
<td>Statistical Inference: Hypothesis Testing for Single Populations</td>
<td>Chapter 9</td>
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<tr>
<td>8</td>
<td>Statistical Inference: Hypothesis Testing for Two Populations</td>
<td>Chapter 10</td>
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<td>9</td>
<td>Analysis of Variance</td>
<td>Chapter 11</td>
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<td>10</td>
<td>Simple Regression Analysis</td>
<td>Chapter 13</td>
</tr>
<tr>
<td>11</td>
<td>Multiple Regression Analysis</td>
<td>Chapter 14</td>
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<td>12</td>
<td>Analysis of Categorical Data</td>
<td>Chapter 12</td>
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<td></td>
<td>Review Lecture</td>
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</tbody>
</table>
TUTORIAL/ LABORATORY TIMES

Please refer to your timetable – you only need to enrol in one tutorial / lab

TUTORIAL/ LABORATORY PROGRAM

<table>
<thead>
<tr>
<th>Week</th>
<th>Topics Covered</th>
<th>Readings</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>No Tutorial</td>
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<tr>
<td>2</td>
<td>Introduction to statistics</td>
<td>Tutorial No. 1</td>
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<tr>
<td>3</td>
<td>Descriptive statistics</td>
<td>Tutorial No. 2</td>
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<tr>
<td>4</td>
<td>SPSS workshop 1 in Microcomputer Labs in building 40.</td>
<td>SPSS Workshop No. 1</td>
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<td></td>
<td></td>
<td>Perera, pp. 1 - 38</td>
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<tr>
<td>5</td>
<td>Probability theory</td>
<td>Tutorial No. 3</td>
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<tr>
<td>6</td>
<td>Probability distribution</td>
<td>Tutorial No. 4</td>
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<tr>
<td>7</td>
<td>Sampling distribution</td>
<td>Tutorial No. 5</td>
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<tr>
<td></td>
<td>Introduction to estimation</td>
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<td>8</td>
<td>Hypothesis testing – single population</td>
<td>Tutorial No. 6</td>
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<tr>
<td>9</td>
<td>Hypothesis testing – two populations</td>
<td>Tutorial No. 7</td>
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<tr>
<td>10</td>
<td>SPSS workshop 2 in Microcomputer Labs in building 40.</td>
<td>SPSS Workshop No. 2</td>
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<td></td>
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<td>Perera pp. 39-57</td>
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<tr>
<td>11</td>
<td>Analysis of variance</td>
<td>Tutorial No. 8</td>
</tr>
<tr>
<td>12</td>
<td>SPSS workshop 3 in Microcomputer Labs in building 40.</td>
<td>SPSS Workshop No. 3</td>
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<tr>
<td></td>
<td></td>
<td>Perera, pp. 58 - 101</td>
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<tr>
<td>13</td>
<td>Regression and Chi Square analysis</td>
<td>Tutorial No. 9</td>
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BRIEF OUTLINE

This subject is an introduction to quantitative techniques and their application to business economics. Emphasis will be on statistics and topics will include descriptive statistics,
probability, sampling, confidence intervals and hypothesis testing, elementary correlation and regression analysis and the use of computer programs for estimation and analysis.

**STUDENT LEARNING OUTCOMES**

On successful completion of this subject, students should be able to:

1. Understand the statistical techniques that are commonly used in the modern commercial world;
2. Apply the statistical techniques to improve the business decision-making process;
3. Interpret and explain solutions in non-technical way; and
4. Use and interpret appropriate output from statistical computer packages, particularly SPSS®.

**ATTENDANCE REQUIREMENTS**

In order to maximise learning outcomes, it is strongly recommended that students attend all lectures and tutorial classes.

**PERFORMANCE LEVEL**

To be eligible to pass this subject, students must achieve an overall mark of at least 45% (for a pass conceded), and at least 40% on the final examination.

**REQUIRED TEXT(S)**


This textbook is available online from the University Bookshop at http://unishop.uow.edu.au/textbooks/
In Session Test | Random tutorial quizzes
---|---
**Weighting:** | 15% (3 quizzes X 5%)
**Date** | various

The random quizzes will contain short answer and/or multiple choice questions relating to a topic from the previous tutorial (e.g. if the quiz is given in Tutorial No. 5, the question will relate to a topic covered in Tutorial No. 4). The random tutorial quizzes will be 10 mins each. The quiz weeks will be randomly chosen by the tutor in consultation with the subject co-ordinator and will not be known in advance by students. Failure to attend the tutorial in a quiz week will result in a zero mark for that quiz.

In Session Test | Mid session Test
---|---
**Weighting** | 25%
**Date** | SATURDAY 15 September 2007 from 9.30 -11.00am

**The mid session test will contain materials covered or referenced in weeks 1 to 6.** More information on this test will be provided during the session time.

In Session Test | SPSS Exam
---|---
**Weighting** | 10%
**Date** | The SPSS Exam will be held during lecture time on 24 October 2007.

**The SPSS Exam** is a written test based on SPSS printouts. You will be required to complete several SPSS exercises prior to the test and bring your computer output to the test where you will use it to answer the questions on the test. There are 3 computer lab sessions before this test to develop your SPSS skills. Marks will be awarded for the interpretation and analysis of the SPSS output. More information on this test will be provided during the session time.

**EXAMINATIONS**

**FAMILY EXAMINATION**

**Weighting** | 50%
**Date** | The final examination date will be confirmed during the course of the subject and published on SOLS 3 to 4 weeks before the examination period.

**Time allowed** | 3 hours and 15 minutes
**Structure of paper** | Multiple choice and short answer questions
General instructions

The final examination will take place in the official examination period. It will consist of both multiple choice and short answer questions. It will be based on topics covered from week 7 onward. Marks will be awarded for accurate calculations and interpretation of statistical analysis results and concepts. More information on this examination will be provided during the session time.

ADDITIONAL INFORMATION AND RESOURCES

PASS (Peer Assisted Study Sessions)

PASS (Peer Assisted Study Sessions) is an academic mentoring program where experienced senior students are available to help you with COMM121. In a one hour PASS session each week you can learn strategies and concepts that will save you many hours struggling at home on your own. PASS promotes deeper learning, giving you a greater understanding of concepts that form the basis of your degree. Many students struggle each year with this subject, and PASS has a strong record of helping students to get through the subject. For more information about PASS visit the website: http://www.uow.edu.au/student/services/pass

SUBMISSION, RETENTION AND COLLECTION OF WRITTEN ASSESSMENT

Faxing or Emailing assignments

Faxing or emailing of assignment work will NOT be accepted within the School of Economics and Information System. Assessment work received by these methods will not be marked.

Returning Assessment Tasks & Retention of Assessments

The lecturer will return written assessment tasks either in class or inform students that they are available for collection at the school reception. These will be returned in time to enable students to either; improve their performance before further assessment; or withdraw from the subject without academic penalty. Your assignment will have written feedback outlining what was done well, what areas for improvement are required and why you received the mark that you were awarded.

A Faculty of Commerce assignment cover sheet should be attached to each piece of written assessment.

This cover sheet can be obtained from the website:

PENALTIES FOR LATE SUBMISSION OF ASSESSMENT

Assessed work must be handed in by the date and time given. Assessed work handed in late can be penalised by the deduction (from the mark given to the assessed work) of 5 percentage points per 24 hours of the weekday or part thereof. The operation of this rule will not result in a negative mark being carried forward.

PLAGIARISM

Plagiarism means using the ideas of someone else without giving them proper credit. For example, that someone else may be an author, critic, journalist, artist, composer, lecturer, tutor or another student. Unintentional plagiarism can result if you don’t understand and use the acceptable scholarly methods of acknowledgement. Whether plagiarism is deliberate or unintentional, the University may impose penalties, which can be very severe. When it is desirable, or necessary, to use other people’s
material, take care to include appropriate references and attribution. **Plagiarism will not be tolerated and has led to expulsion from the University.**

Students should visit the following University website and become familiar with the University’s policy on Plagiarism.


### SECTION C: RULES, CODES OF PRACTICE & POLICIES

#### C1 UNIVERSITY POLICIES

Information on the following University Policies can be found at the websites below:

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<thead>
<tr>
<th>Policy</th>
<th>Website</th>
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* see brief explanation of policy below.
C1.1 Non-discriminatory Language

The Faculty of Commerce supports the University’s policy on the use of non-discriminatory language. It is the responsibility of students to ensure that they understand and abide by this policy. The policy is available at:

http://staff.uow.edu.au/eeo/nondiscrimlanguage.html

C1.2 Special Consideration Policy

The Faculty of Commerce recognises that it has a responsibility to ensure equity and consistency across its subjects for all students. Sometimes, in exceptional circumstances, students need to apply for special consideration in order to complete all assessable work.

The University applies strict criteria to the granting of special consideration. Before applying for special consideration students should carefully read the University’s policy. The policy can be found at:


Add any School specific procedures or information here (or delete statement).

C1.3 Student Academic Grievance Policy

The Faculty of Commerce aims to provide a fair, equitable and productive learning environment for all its students. The Student Academic Grievance Policy seeks to support the achievement of this goal by providing a transparent and consistent process for resolving student academic grievances.

Any student who has a grievance over a result should obtain a Faculty of Commerce Appeal of Assessment Form from the Schools or the Sub-Dean’s Unit. The student should firstly take the form to the marker/lecturer to discuss the matter and, if the student is still not satisfied, s/he should take the next step as outlined on the form.

Once the grievance has been considered by the Faculty, if the student still feels the situation has not been fully resolved s/he may consult the Dean of Students. However, the Dean of Students can have no input into the academic judgement of the lecturer and can only review the grievance to ensure proper procedure has been followed.

For more information, please consult the policy in full at


C2 FACULTY AND SCHOOL POLICIES

REFERENCING

WHY DO YOU NEED TO REFERENCE?

At University it is necessary to acknowledge the sources of information and ideas that you have incorporated in your assignments. Failure to do this thoroughly may result in accusations of plagiarism: this is the academic equivalent of stealing (because by not acknowledging someone else’s work, you are presenting it as your own). Plagiarism is taken very seriously by the University and may result in expulsion from the University.

Referencing is not only about acknowledging other people’s work: accurate referencing and lists of references are beneficial when researching a topic as they allow the reader to follow up information and read further into the area. In a sense, references provide readers with clues to help them explore different avenues of a topic. This aspect of referencing will become more valuable to you as you progress in your studies.
There is a correct procedure that must be followed when referencing and using footnotes. Not complying with these set techniques and format will most likely result in loss of marks.

When writing an essay it is easiest to reference as you go, making sure you are writing down all relevant information. This will save hours trying to find the source again in the library.

THE HARVARD SYSTEM OF REFERENCING

The Faculty of Commerce uses the Harvard system of referencing. This system makes use of short references within the body of the text. It is supplemented by a detailed list of references at the end of the text, which provides all the information necessary to find the source material. In-text references include the author and year of publication, and where necessary the page number(s).

*It is the responsibility of students to ensure that they are familiar with the Harvard system of referencing and that they use it accurately in all written work submitted.*

Students should consult the following University Library website for a detailed explanation and examples of the Harvard system of referencing.


CITATION OF ELECTRONIC SOURCES

It is necessary for students to reference all sources used in their written work, including file transfer protocol sites, worldwide web sites, telnet sites, synchronous communications (MOOs, MUDs, IRC, etc.) Gopher sites, and email, Listserv and Newsgroup citations.

*It is the responsibility of students to ensure that they are familiar with the accepted Faculty of Commerce practice for referencing electronic material and that they use it accurately in all written work submitted.*

Students should consult the following University Library website for a detailed explanation and examples of how to reference electronic material.


OCCUPATIONAL HEALTH AND SAFETY WHERE RELEVANT, INCLUDING SAFETY IN LABORATORIES AND ON FIELD TRIPS

C3 SUPPORT SERVICES AND FACILITIES

LEARNING RESOURCE CENTRE

Learning Development offers a range of free services to all enrolled students who wish to improve their academic or English language skills. There are a range of workshops available including; essay writing and editing; reading for assignments; grammar; presentation skills; pronunciation and exam preparation.

For information on language and academic skills workshops, or to make appointments for consultations, please visit the Learning Resource Centre (LRC), Building 19, Ground Floor, Room G102, or Phone 02 4221 3977. For further information visit the website:

FACULTY LIBRARIANS

Each faculty has a Faculty Librarian who is available to help with research related enquiries. Research Help Desk staff are also available in the Library to assist with research needs.

The Faculty Librarians for Commerce can be contacted as follows:

email: lib_commerce@uow.edu.au
telephone: 42 213078

DISABILITY LIAISON OFFICER

The Disability Liaison Officer (DLO) can provide advice on how particular disabilities affect university study and information on resources available at the University for assisting students with disabilities. Students commencing courses are advised to contact the Disability Liaison Officer prior to the beginning of their first session of study.

For further information on services offered, consult the Disability Services website or contact the office.

web address: http://www.uow.edu.au/student/services/ds/

telephone: 42 213445
fax: 42 215667

FACULTY DISABILITY ADVISERS

Faculty Disability Advisers are academic staff who provide assistance and support to students with disabilities within their Faculty and act as an intermediary between the student and the Faculty's academic and general staff. They provide support, educational advice and referral to appropriate staff on issues related to teaching and learning within the Faculty and the University. Students are advised to communicate specific information about the ways in which their disability affects learning to the Faculty Disability Adviser as soon as possible after enrolment.

The Faculty of Commerce Disability Adviser is Mr. Ron Perrin. Mr Perrin can be contacted as follows:

Office location: Building 40, room 224
email address: ron_perrin@uow.edu.au
telephone: 42 214118
WOOLYUNGAH INDIGENOUS CENTRE

The Woolyungah Indigenous Centre provides academic and personal support for Aboriginal & Torres Strait Islander and other indigenous students. The Centre also runs an Indigenous Specific Orientation Program for students who gain entry to the University through the alternative admissions program.

For further information on services offered, consult the Woolyungah Indigenous Centre website or contact the office.

Centre location: Building 30
web address: http://www.uow.edu.au/aec/
telephone: 42 213563
fax: 42 214244