BUAD 820
DATA ANALYSIS & QUALITY MANAGEMENT
FALL 2017

Instructor: Hemant V. Kher
Office: 206 Alfred Lerner Hall
Office Hours: Monday 5:00 – 6:00pm
By appointment at other times
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E-Mail: kher@udel.edu
Web: CANVAS
Fax: 831-4196

REQUIRED TEXT BOOK
McGraw Hill course pack (ISBN # 978-130872106-4; Available from UD Bookstore). The book also includes the following cases:

1) London Jets (Richard Ivey School of Business)
2) Merck & Co.: Evaluating a drug licensing opportunity (Harvard Business Case)
3) EXCEL Logistics Services (Harvard Business Case)
4) Store 24 (A): Managing Employee Retention (Harvard Business Case)
5) Store 24 (B): Service Quality & Employee Skills (Harvard Business Case)

COURSE DESCRIPTION
BUAD 820 emphasizes quality management primarily via statistical process control. The course focuses on data analysis for the purpose of measurement, inference, quality and productivity improvement. Also covered in this course are such topics as exploratory data analysis, descriptive statistics, applications of common statistical distributions, and regression analysis.

CALCULATORS AND COMPUTERS
As with all other quantitative courses, students will be expected to learn through practice. Thus, to solve problems in class, you will need a calculator. You should expect to become familiar with using at least one computer spreadsheet program, preferably Microsoft EXCEL (please see me if you wish to use something other than EXCEL).

GRADE DETERMINANTS
The following items will determine student grades:
CANVAS Quizzes (8 to 10) 1 or 2 points each (total 10 points)
Individual exams (2) 20 points each
Group case analysis (4) 12.5 points each
TOTAL 100 Points

QUIZZES (10 POINTS)

Quizzes are to be taken individually in CANVAS. Two primary purposes of these quizzes are to ensure that you have (1) followed material covered in the previous class and (2) read the material for the class when the quiz is administered. A typical quiz will contain a few multiple choice questions and/or problems and can be completed in 10~15 minutes. A student who fails to take the quiz will not earn any points for that quiz. As a general rule missed quiz cannot be made up.

EXAMS (40 POINTS)

- Exams are to be an individual effort
- Calculators, statistical tables and formulae sheets are allowed

GROUP SIZE FOR CASE ANALYSIS

- Groups can contain a maximum of 4 students (No exceptions)

CASE ANALYSIS (50 POINTS)

- Analysis should reflect graduate level work – they should be prepared in a presentation format (although students are not asked to formally present their case analysis)
- Group members may turn in with the project a confidential peer evaluation form indicating each member’s contribution toward the project
- Late submissions will receive a maximum of 50% credit (if the analysis is complete and correct) if submitted within a week after it was due

COMPUTER USE

Although students may bring their laptop to class, please use computers in a professional manner. This means that the laptop should only be used for class related material. Surfing the internet, or using the laptop to work on materials unrelated to class is considered unprofessional, and can lead to grade penalty.

ABSENCES AND MAKEUP EXAMS

Please be sure to read and understand University of Delaware’s attendance policy (see link below). The instructor will not provide makeup exams for unexcused absences.
http://udcatalog.udel.edu/general/grad/gradregs.html#attendance

ACADEMIC HONESTY

(as noted in the Academic Regulations for Graduate Students, http://udcatalog.udel.edu/general/grad/gradregs.html#academic)

Academic honesty and integrity lie at the heart of the educational enterprise. Students are expected to do their own work and neither to give nor to receive assistance during quizzes, examinations, or other class exercises. One form of academic dishonesty is plagiarism. Students are urged to consult individual faculty members for explanation of procedures for taking tests, writing papers, and completing other course requirements so that students may fully understand their instructor’s expectations. Because faculty and students take academic honesty seriously, penalties for violations may be severe, depending upon the offense as viewed by the Graduate Student Judicial System. The minimum sanction for cases of proven cheating is an automatic failure for the course and/or expulsion from graduate studies at the University.

Email

I regularly use UD’s email system to communicate with the class (e.g. to convey an urgent message concerning the next class, distribute case questions and data, etc.). It is your responsibility to check your UD email periodically for messages.

Forwarding UD email to another account

It is possible for you to forward your UD emails to another email account that you may be using frequently. You can forward your UD emails by following the link at the end of this paragraph. However, before doing this, please remember that certain email accounts (e.g. Hotmail) block emails with large file attachments. Forwarding UD email to such accounts is not recommended, as you may not receive important emails from me containing files that cannot be posted on the course website (as an example data files associated with HBR cases).

http://www.udel.edu/help/udelacct.html#forwarding

Adding email addresses to class email list

Students often ask me to add their email addresses to the class list. I cannot add or remove email addresses from the class list as it is maintained by the registrar’s office.
**Emails routed to the junk folder**

I encourage communication via email. However, please be aware that the filter installed on my email account occasionally routes student emails into the “Junk” folder. As such, I urge you to include BUAD820 as your email subject. This will increase the chances of me finding your email in the junk folder should it get routed there. All emails that I send using the class email list contain BUAD820 in its subject heading.

**Tentative Calendar**

<table>
<thead>
<tr>
<th>No.</th>
<th>Date</th>
<th>Material covered in class</th>
<th>Due at the start of class</th>
<th>Material assigned</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>11-Sep-17</td>
<td>Chapter 1 (skim) &amp; Chapter 2 (sections 1, 2, 4), Chapter 3</td>
<td></td>
<td>Case I (London Jets)</td>
</tr>
<tr>
<td>2</td>
<td>18-Sep-17</td>
<td>Chapter 4 (sections 1 to 6) and Chapter 5 (all sections)</td>
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</tr>
<tr>
<td>3</td>
<td>25-Sep-17</td>
<td>Chapter 6 (section 1 only) &amp; Decision Trees</td>
<td>Case I</td>
<td>Case II (Merck)</td>
</tr>
<tr>
<td>4</td>
<td>2-Oct-17</td>
<td>Chapter 7 (sections 3&amp;4) &amp; Chapter 8 (sections 1-3)</td>
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<tr>
<td>5</td>
<td>9-Oct-17</td>
<td>Wrap up loose ends</td>
<td>Case II</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>16-Oct-17</td>
<td><strong>Exam I -- based on the material covered thus far.</strong></td>
<td></td>
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<tr>
<td>7</td>
<td>23-Oct-17</td>
<td>Chapter 17 (sections 1-9)</td>
<td></td>
<td>Case III (EXCEL)</td>
</tr>
<tr>
<td>8</td>
<td>30-Oct-17</td>
<td>Chapter 8 (sections 4, 5, 6, 8, 9)</td>
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<tr>
<td>9</td>
<td>6-Nov-17</td>
<td>Chapter 9 (sections 1-5)</td>
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<tr>
<td>10</td>
<td>13-Nov-17</td>
<td>Chapter 12 (simple regression)</td>
<td>Case III</td>
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<tr>
<td>11</td>
<td>20-Nov-17</td>
<td><strong>Thanksgiving -- no class meeting this week.</strong></td>
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<tr>
<td>12</td>
<td>27-Nov-17</td>
<td>Additional topics in regression</td>
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<td>Case IV* (Store24 A&amp;B)</td>
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<tr>
<td>13</td>
<td>4-Dec-17</td>
<td><strong>Exam II -- based on the material covered since Exam I.</strong></td>
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*Case IV due via email, 1 copy per team, by 6pm, Monday, December 11, 2017*