

**ECON5960SL/ECON6960 – UtahCRG I: Why Biz Fails  
SPRING 2011: Mon/Wed/Fri 1:25pm-2:45pm**

**Instructor:** Luciano Pesci

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**3 Credit Hours**

**Classroom:** OSH 277

**Office:** TBA

**Office Hours:** Mon/Wed 3:30pm-5pm (or by appointment)

**Course Description:** This course teaches students the scientific approach to managerial decision-making and project management. The approach consists of problem definition, model development, data collection, model implementation using the data, model validation, result analysis, and using the findings to implement changes which solve the original problem. Various quantitative models and methods will be discussed. Students use this approach while working on real-world projects through the Utah Community Research Group (UtahCRG) and its research partners.

**\*Please note that this course counts for elective credit for graduate students in Economics, but not for the MSTAT program.**

**Course Objectives:**

1. To provide you with real-world research experience
2. To serve local organizations in need of quantitative research
3. To afford each of you with the opportunity to claim authorship of a research brief, business report, or academic publication

**Research Partners:** O.co (Formerly Overstock.com), The Girl Scouts of America, The Salt Lake Chamber of Commerce, and The Utah Nonprofit Association.

**Grade Breakout:**

94-100	A	73-76	C
90-93	A-	70-72	C-
87-89	B+	67-69	D+
83-86	B	63-66	D
80-82	B-	60-62	D-
77-79	C+	<60	F

**Service Learning Hours (5%):**

During the semester you are required to track the hours you spend on your project. You may do this in journal form week-by-week or you may write a 1-2 page paper that should contain a written explanation of your experience during the semester, a list of hours spent on your project divided by each week of the semester, and a grand total of hours spent.

**Quizzes (5%):**

Quizzes will be periodically on assigned reading **before** it is discussed in class. Our hope is you will come to class prepared to discuss the material.

**In-class Presentation (5%):**

This presentation is given in class during the final weeks of the semester. It is meant to be a rehearsal for the final presentation to the client of your findings.

**Assignments (10%):**

Assignments include all non-project related work. There will be 4 during the semester (secondary research, questionnaire design, data coding/analysis, slide creation) each worth 2.5%.

**Exams (20%):**

There will be two exams. They will cover the material presented in project work and contained in the readings.

**Project (55%):**

This includes all project related working such as the creation of a survey (10%), data coding (10%), analysis (15%), the creation of a final PowerPoint deck (15%) and its presentation to the client (5%). The completion of this project will require approximately 100 hours of direct work for/with the client.

**Textbooks & Articles*****Required:***

Malhortra, Naresh K. *Marketing Research: An Applied Orientation, Sixth Edition*, Prentice Hall, Upper Saddle River, New Jersey. 2010.  
(ISBN: 978-0136085430).

***Suggested (This book is highly recommended if you need a stats refresher):***

Bowerman, Bruce L. and Richard T. O'Connell. *Business Statistics in Practice, Sixth Edition*. McGraw Hill/Irwin, Burr Ridge, Illinois. 2010.  
(ISBN: 978-00734018316).

*\*In addition to the textbooks listed there may be articles and sections from other texts posted on WebCT*

**Software**

*While the classroom will have access to the following software programs, you are encouraged to have individual copies of the following:*

**Statistica by Statsoft (available "On The Hub")**

**Microsoft Office 2007**

### Americans with Disabilities Act:

The University of Utah seeks to provide equal access to its programs, services and activities for people with disabilities. If you will need accommodations in this class, reasonable prior notice needs to be given to the instructor and to the Center for Disability Services, <http://disability.utah.edu/>, 160 Olpin Union Building, 581-5020 (V/TDD) to make arrangements for accommodations. All written information in this course can be made available in alternative format with prior notification to the Center for Disability Service.

### Course Outline

Date	Topic	Readings
1/9 <b>SURVEY DESIGN</b>	Syllabus, Course Introduction Thinking Like an Analyst	Malhotra Chapter 1
1/11	Research Approach and Design	Malhotra Chapter 2, 3
1/13	Exploratory/Qualitative Research	Malhotra Chapter 4, 5
<b>1/16</b>	<b>No Class: MLK Jr. Day</b>	
1/18	Survey Methods	Malhotra Chapter 6
<b>1/20</b>	<b>Secondary Research Presentations</b>	
1/23	Questionnaire Design: Key Factors	Malhotra Chapter 8
1/25	Questionnaire Design: Segmentation	Malhotra Chapter 9
1/27	Sampling	Malhotra Chapter 11, Chapter 12 (optional)
<b>1/30</b>	Review Day	
<b>2/1 DATA COLLECTION</b>	<b>Exam 1</b>	
2/3	Descriptive Statistics	Bowerman Chapters 1-3
2/6	t-tests and Proportionality Tests	Malhotra Chapter 15 Bowerman Chapter 10 (optional)
2/8	ANOVAs	Malhotra Chapter 16 Bowerman Chapter 9 (optional)
2/10	Regressions I	Malhotra Chapter 17
2/13	Regressions II	Bowerman Chapter 13, 14 (optional)

2/15	Advanced Techniques: Cluster Analysis	Malhotra Chapter 20
2/17	Advanced Techniques: Factor Analysis	Malhotra Chapter 19
<b>2/20 ANALYSIS</b>	<b>No Class: Presidents' Day</b>	
2/22	Bringing it all together: Segmentation	
2/24	Bringing it all together: Key Factors	
2/27	In Class Segmentation Demonstration	
2/29	Review Day	
<b>3/2</b>	<b>Exam 2</b>	
3/5	PowerPoint – Basics	
3/7	PowerPoint – Utah CRG Standards	
3/9	Instructor Guided Segmentation Preparation	
3/12	<b>No Class: Spring Break</b>	
3/14	<b>No Class: Spring Break</b>	
3/16	<b>No Class: Spring Break</b>	
<b>3/19 PREPARE PRESENTATIONS</b>	<b>In Class Segmentation Presentations</b>	
<b>3/21</b>	<b>In Class Segmentation Presentations</b>	
3/23	Instructor guided presentation preparation	
3/26	Instructor guided presentation preparation	
3/28	Instructor guided presentation preparation	
3/30	Stand-up Presentation Skills	Malhotra Chapter 23
4/2	In Class Presentations and Critique	
4/4	In Class Presentations and Critique	
4/6	In Class Presentations and Critique	

4/9	In Class Presentations and Critique	
4/11	In Class Presentations and Critique	
4/13	In Class Presentations and Critique	
4/16	Presentations/Client Meetings	
4/18	Presentations/Client Meetings	
4/20	Presentations/Client Meetings (if needed)	
4/23	Presentations/Client Meetings (if needed)	
4/25	Presentations/Client Meetings (if needed)	

***Note: This is a tentative schedule and is subject to change. If changes are necessary a revised course schedule will be provided to you.***