

# MAS1403: Quantitative Methods for Business Management

## ACE2013: Statistics for Marketing and Management

Semesters 1 and 2, 2008/09

Dr. Lee Fawcett, Lecturer in Statistics, Room 2.07 Herschel Building. Tel.: 0191 222 7228. Email: [lee.fawcett@ncl.ac.uk](mailto:lee.fawcett@ncl.ac.uk)

[www.mas.ncl.ac.uk/~nlf8](http://www.mas.ncl.ac.uk/~nlf8)

---

|                    |  |  |
|--------------------|--|--|
| <b>Lectures:</b>   | Monday at 10 am<br>or<br>Monday at 12 noon | For Business Management, Agri-Business Management and Stage 2 Marketing students.<br><br>For Marketing and Management, Accounting and Finance, Business Accounting and Finance and Stage 1 Marketing students. |
| <b>Tutorials:</b>  | One per week                               | There are 8 groups – A→H – check the course website to see which group you are in!   |
| <b>Practicals:</b> | Occasionally                               | Check the full schedule overleaf for dates. These will take place instead of the tutorials.  |
| <b>Drop-in:</b>    | Wednesday 2pm – 4pm                        | An optional “office hour” where I will be available in my office for any help with the work.   |

---

### Lecture notes and handouts

Lecture notes, together with solutions to tutorial exercises, will be available to download from the course website (see above). There should be a link to this website from within Blackboard – you should make this website one of your “favourites”!

***You should print out (and read!) all material before the Monday lecture!***

There will often be gaps in the lecture notes for you to complete during the lecture, so make sure you’ve got them with you! Some additional handouts will only be available in lectures and tutorials, so regular attendance is vital!

You will notice that my lecture slides are colour-coded: GREEN for announcements, BLUE for “listen and learn” and RED for “write”!

---

### Assessment

Assessment for this course is via an examination (60%), two assignments (20% total) and six computer-based assessments (20% total).

|                     |                      |  |
|---------------------|----------------------|--|
| <b>Exam:</b>        | May 2009             | Two hours. Two sections, A and B. About five short questions in section A: Answer all. Four long questions in Section B: Answer two.   |
| <b>Assignments:</b> | Dec 2008, April 2009 | About four big questions in each, some of which will use your own personal datasets and some of which will require you to use the computer package Minitab.  |
| <b>CBAs:</b>        | Throughout the year  | Three tests in each Semester. Available in “practice mode” for one week and then “exam mode” the next week. Some multiple choice questions, but mainly data response/calculations. Every student will get a different set of questions from a bank of thousands! Must be done in your own time, from any University PC or via the Remote Access Server (RAS) from any PC in the world! |

---

### Other Stuff

|                         |  |
|-------------------------|--|
| <b>Email:</b>           | Check your emails at least twice a week – announcements about the course will be made via email regularly!   |
| <b>Videos:</b>          | We are in the process of shooting some videos which will show detailed calculations relating to the more difficult parts of the course. These will be available to view from the course website.   |
| <b>Calculator:</b>      | There is no way around it, you <b>must have a scientific calculator</b> for this course, and it <b>must be on the University’s approved list!</b> I recommend the Casio fx-83 (about £6) or Casio fx-113 (about £10). You will be shown how to use the Statistics mode of the calculator in tutorials, and there are some video presentations on the web. You will be stuck without one! |
| <b>Prize questions:</b> | Occasionally, I will set (non-assessed) questions relating to material in the course which are a little bit more difficult than the examples in class and might require background reading. Prizes of wine/beer/vouchers will be awarded for the best solutions to these questions.  |

---

## MAS1403/ACE2013 – Schedule for Semester 1

---

### Week 1 (week commencing 29/9/08)

|      |                            |              |         |                             |
|------|----------------------------|--------------|---------|-----------------------------|
| Mon  | 29 <sup>th</sup> September | Lecture (I)  | 10 – 11 | Herschel, Curtis Auditorium |
| Mon  | 29 <sup>th</sup> September | Lecture (II) | 12 – 1  | Herschel, Curtis Auditorium |
| Mon  | 29 <sup>th</sup> September | Tutorial (A) | 2 – 3   | Herschel, Lecture Theatre 3 |
| Tues | 30 <sup>th</sup> September | Tutorial (B) | 10 – 11 | Herschel, Lecture Theatre 3 |
| Tues | 30 <sup>th</sup> September | Tutorial (C) | 12 – 1  | Herschel, Lecture Theatre 3 |
| Tues | 30 <sup>th</sup> September | Tutorial (D) | 2 – 3   | Herschel, Lecture Theatre 3 |
| Tues | 30 <sup>th</sup> September | Tutorial (E) | 3 – 4   | Herschel, Lecture Theatre 3 |
| Wed  | 1 <sup>st</sup> October    | Tutorial (F) | 9 – 10  | Herschel, Lecture Theatre 3 |
| Wed  | 1 <sup>st</sup> October    | Tutorial (G) | 10 – 11 | Bedson, G.38                |
| Wed  | 1 <sup>st</sup> October    | Tutorial (H) | 11 – 12 | Herschel, Lecture Theatre 3 |

### Week 2 (week commencing 6/10/08)

|      |                         |               |         |                                      |
|------|-------------------------|---------------|---------|--------------------------------------|
| Mon  | 6 <sup>th</sup> October | Lecture (I)   | 10 – 11 | Herschel, Curtis Auditorium          |
| Mon  | 6 <sup>th</sup> October | Lecture (II)  | 12 – 1  | Herschel, Curtis Auditorium          |
| Mon  | 6 <sup>th</sup> October | Practical (B) | 4 – 5   | Herschel, Loch/Pond/Bank PC Clusters |
| Tues | 7 <sup>th</sup> October | Practical (A) | 9 – 10  | Herschel, Loch/Pond/Bank PC Clusters |
| Tues | 7 <sup>th</sup> October | Practical (C) | 12 – 1  | Herschel, Loch/Pond/Bank PC Clusters |
| Tues | 7 <sup>th</sup> October | Practical (D) | 2 – 3   | Herschel, Loch/Bank PC Clusters      |
| Tues | 7 <sup>th</sup> October | Practical (E) | 3 – 4   | Herschel, Loch/Bank PC Clusters      |
| Wed  | 8 <sup>th</sup> October | Practical (F) | 9 – 10  | Herschel, Loch/Pond/Bank PC Clusters |
| Wed  | 8 <sup>th</sup> October | Practical (G) | 10 – 11 | Herschel, Loch/Pond/Bank PC Clusters |
| Wed  | 8 <sup>th</sup> October | Practical (H) | 11 – 12 | Herschel, full PC Cluster            |

### Week 3 (week commencing 13/10/08)

|      |                          |              |         |                             |
|------|--------------------------|--------------|---------|-----------------------------|
| Mon  | 13 <sup>th</sup> October | Lecture (I)  | 10 – 11 | Herschel, Curtis Auditorium |
| Mon  | 13 <sup>th</sup> October | Lecture (II) | 12 – 1  | Herschel, Curtis Auditorium |
| Mon  | 13 <sup>th</sup> October | Tutorial (A) | 2 – 3   | Herschel, Lecture Theatre 3 |
| Tues | 14 <sup>th</sup> October | Tutorial (B) | 10 – 11 | Herschel, Lecture Theatre 3 |
| Tues | 14 <sup>th</sup> October | Tutorial (C) | 12 – 1  | Herschel, Lecture Theatre 3 |
| Tues | 14 <sup>th</sup> October | Tutorial (D) | 2 – 3   | Herschel, Lecture Theatre 3 |
| Tues | 14 <sup>th</sup> October | Tutorial (E) | 3 – 4   | Herschel, Lecture Theatre 3 |
| Wed  | 15 <sup>th</sup> October | Tutorial (F) | 9 – 10  | Herschel, Lecture Theatre 3 |
| Wed  | 15 <sup>th</sup> October | Tutorial (G) | 10 – 11 | Bedson, G.38                |
| Wed  | 15 <sup>th</sup> October | Tutorial (H) | 11 – 12 | Herschel, Lecture Theatre 3 |

**CBA 1 opens in “practice mode”**

### Week 4 (week commencing 20/10/08)

|      |                          |              |         |                             |
|------|--------------------------|--------------|---------|-----------------------------|
| Mon  | 20 <sup>th</sup> October | Lecture (I)  | 10 – 11 | Herschel, Curtis Auditorium |
| Mon  | 20 <sup>th</sup> October | Lecture (II) | 12 – 1  | Herschel, Curtis Auditorium |
| Mon  | 20 <sup>th</sup> October | Tutorial (A) | 2 – 3   | Herschel, Lecture Theatre 3 |
| Tues | 21 <sup>st</sup> October | Tutorial (B) | 10 – 11 | Herschel, Lecture Theatre 3 |
| Tues | 21 <sup>st</sup> October | Tutorial (C) | 12 – 1  | Herschel, Lecture Theatre 3 |
| Tues | 21 <sup>st</sup> October | Tutorial (D) | 2 – 3   | Herschel, Lecture Theatre 3 |
| Tues | 21 <sup>st</sup> October | Tutorial (E) | 3 – 4   | Herschel, Lecture Theatre 3 |
| Wed  | 22 <sup>nd</sup> October | Tutorial (F) | 9 – 10  | Herschel, Lecture Theatre 3 |
| Wed  | 22 <sup>nd</sup> October | Tutorial (G) | 10 – 11 | Bedson, G.38                |
| Wed  | 22 <sup>nd</sup> October | Tutorial (H) | 11 – 12 | Herschel, Lecture Theatre 3 |

**CBA 1 opens in “exam mode” – deadline: midnight Friday 24<sup>th</sup> October**

### Week 5 (week commencing 27/10/08)

|      |                          |              |         |                             |
|------|--------------------------|--------------|---------|-----------------------------|
| Mon  | 27 <sup>th</sup> October | Lecture (I)  | 10 – 11 | Herschel, Curtis Auditorium |
| Mon  | 27 <sup>th</sup> October | Lecture (II) | 12 – 1  | Herschel, Curtis Auditorium |
| Mon  | 27 <sup>th</sup> October | Tutorial (A) | 2 – 3   | Herschel, Lecture Theatre 3 |
| Tues | 28 <sup>th</sup> October | Tutorial (B) | 10 – 11 | Herschel, Lecture Theatre 3 |
| Tues | 28 <sup>th</sup> October | Tutorial (C) | 12 – 1  | Herschel, Lecture Theatre 3 |
| Tues | 28 <sup>th</sup> October | Tutorial (D) | 2 – 3   | Herschel, Lecture Theatre 3 |
| Tues | 28 <sup>th</sup> October | Tutorial (E) | 3 – 4   | Herschel, Lecture Theatre 3 |
| Wed  | 29 <sup>th</sup> October | Tutorial (F) | 9 – 10  | Herschel, Lecture Theatre 3 |
| Wed  | 29 <sup>th</sup> October | Tutorial (G) | 10 – 11 | Bedson, G.38                |
| Wed  | 29 <sup>th</sup> October | Tutorial (H) | 11 – 12 | Herschel, Lecture Theatre 3 |

### Week 6 (week commencing 3/11/08)

|      |                          |              |         |                             |
|------|--------------------------|--------------|---------|-----------------------------|
| Mon  | 3 <sup>rd</sup> November | Lecture (I)  | 10 – 11 | Herschel, Curtis Auditorium |
| Mon  | 3 <sup>rd</sup> November | Lecture (II) | 12 – 1  | Herschel, Curtis Auditorium |
| Mon  | 3 <sup>rd</sup> November | Tutorial (A) | 2 – 3   | Herschel, Lecture Theatre 3 |
| Tues | 4 <sup>th</sup> November | Tutorial (B) | 10 – 11 | Herschel, Lecture Theatre 3 |
| Tues | 4 <sup>th</sup> November | Tutorial (C) | 12 – 1  | Herschel, Lecture Theatre 3 |
| Tues | 4 <sup>th</sup> November | Tutorial (D) | 2 – 3   | Herschel, Lecture Theatre 3 |
| Tues | 4 <sup>th</sup> November | Tutorial (E) | 3 – 4   | Herschel, Lecture Theatre 3 |
| Wed  | 5 <sup>th</sup> November | Tutorial (F) | 9 – 10  | Herschel, Lecture Theatre 3 |
| Wed  | 5 <sup>th</sup> November | Tutorial (G) | 10 – 11 | Bedson, G.38                |
| Wed  | 5 <sup>th</sup> November | Tutorial (H) | 11 – 12 | Herschel, Lecture Theatre 3 |

**CBA 2 opens in “practice mode”**

**Week 7 (week commencing 10/11/08)**

|      |                           |               |         |                                      |
|------|---------------------------|---------------|---------|--------------------------------------|
| Mon  | 10 <sup>th</sup> November | Lecture (I)   | 10 – 11 | Herschel, Curtis Auditorium          |
| Mon  | 10 <sup>th</sup> November | Lecture (II)  | 12 – 1  | Herschel, Curtis Auditorium          |
| Mon  | 10 <sup>th</sup> November | Practical (B) | 4 – 5   | Herschel, Loch/Pond/Bank PC Clusters |
| Tues | 11 <sup>th</sup> November | Practical (A) | 9 – 10  | Herschel, Loch/Pond/Bank PC Clusters |
| Tues | 11 <sup>th</sup> November | Practical (C) | 12 – 1  | Herschel, Loch/Pond/Bank PC Clusters |
| Tues | 11 <sup>th</sup> November | Practical (D) | 2 – 3   | Herschel, Loch/Bank PC Clusters      |
| Tues | 11 <sup>th</sup> November | Practical (E) | 3 – 4   | Herschel, Loch/Bank PC Clusters      |
| Wed  | 12 <sup>th</sup> November | Practical (F) | 9 – 10  | Herschel, Loch/Pond/Bank PC Clusters |
| Wed  | 12 <sup>th</sup> November | Practical (G) | 10 – 11 | Herschel, Loch/Pond/Bank PC Clusters |
| Wed  | 12 <sup>th</sup> November | Practical (H) | 11 – 12 | Herschel, full PC Cluster            |

**CBA 2 opens in “exam mode” – deadline: midnight, Friday 14<sup>th</sup> November**

**Week 8 (week commencing 17/11/08)**

|      |                           |              |         |                             |
|------|---------------------------|--------------|---------|-----------------------------|
| Mon  | 17 <sup>th</sup> November | Lecture (I)  | 10 – 11 | Herschel, Curtis Auditorium |
| Mon  | 17 <sup>th</sup> November | Lecture (II) | 12 – 1  | Herschel, Curtis Auditorium |
| Mon  | 17 <sup>th</sup> November | Tutorial (A) | 2 – 3   | Herschel, Lecture Theatre 3 |
| Tues | 18 <sup>th</sup> November | Tutorial (B) | 10 – 11 | Herschel, Lecture Theatre 3 |
| Tues | 18 <sup>th</sup> November | Tutorial (C) | 12 – 1  | Herschel, Lecture Theatre 3 |
| Tues | 18 <sup>th</sup> November | Tutorial (D) | 2 – 3   | Herschel, Lecture Theatre 3 |
| Tues | 18 <sup>th</sup> November | Tutorial (E) | 3 – 4   | Herschel, Lecture Theatre 3 |
| Wed  | 19 <sup>th</sup> November | Tutorial (F) | 9 – 10  | Herschel, Lecture Theatre 3 |
| Wed  | 19 <sup>th</sup> November | Tutorial (G) | 10 – 11 | Bedson, G.38                |
| Wed  | 19 <sup>th</sup> November | Tutorial (H) | 11 – 12 | Herschel, Lecture Theatre 3 |

**Assignment 1 given out**

**Week 9 (week commencing 24/11/08)**

|      |                           |              |         |                             |
|------|---------------------------|--------------|---------|-----------------------------|
| Mon  | 24 <sup>th</sup> November | Lecture (I)  | 10 – 11 | Herschel, Curtis Auditorium |
| Mon  | 24 <sup>th</sup> November | Lecture (II) | 12 – 1  | Herschel, Curtis Auditorium |
| Mon  | 24 <sup>th</sup> November | Tutorial (A) | 2 – 3   | Herschel, Lecture Theatre 3 |
| Tues | 25 <sup>th</sup> November | Tutorial (B) | 10 – 11 | Herschel, Lecture Theatre 3 |
| Tues | 25 <sup>th</sup> November | Tutorial (C) | 12 – 1  | Herschel, Lecture Theatre 3 |
| Tues | 25 <sup>th</sup> November | Tutorial (D) | 2 – 3   | Herschel, Lecture Theatre 3 |
| Tues | 25 <sup>th</sup> November | Tutorial (E) | 3 – 4   | Herschel, Lecture Theatre 3 |
| Wed  | 26 <sup>th</sup> November | Tutorial (F) | 9 – 10  | Herschel, Lecture Theatre 3 |
| Wed  | 26 <sup>th</sup> November | Tutorial (G) | 10 – 11 | Bedson, G.38                |
| Wed  | 26 <sup>th</sup> November | Tutorial (H) | 11 – 12 | Herschel, Lecture Theatre 3 |

**Week 10 (week commencing 1/12/08)**

|      |                          |              |         |                             |
|------|--------------------------|--------------|---------|-----------------------------|
| Mon  | 1 <sup>st</sup> December | Lecture (I)  | 10 – 11 | Herschel, Curtis Auditorium |
| Mon  | 1 <sup>st</sup> December | Lecture (II) | 12 – 1  | Herschel, Curtis Auditorium |
| Mon  | 1 <sup>st</sup> December | Tutorial (A) | 2 – 3   | Herschel, Lecture Theatre 3 |
| Tues | 2 <sup>nd</sup> December | Tutorial (B) | 10 – 11 | Herschel, Lecture Theatre 3 |
| Tues | 2 <sup>nd</sup> December | Tutorial (C) | 12 – 1  | Herschel, Lecture Theatre 3 |
| Tues | 2 <sup>nd</sup> December | Tutorial (D) | 2 – 3   | Herschel, Lecture Theatre 3 |
| Tues | 2 <sup>nd</sup> December | Tutorial (E) | 3 – 4   | Herschel, Lecture Theatre 3 |
| Wed  | 3 <sup>rd</sup> December | Tutorial (F) | 9 – 10  | Herschel, Lecture Theatre 3 |
| Wed  | 3 <sup>rd</sup> December | Tutorial (G) | 10 – 11 | Bedson, G.38                |
| Wed  | 3 <sup>rd</sup> December | Tutorial (H) | 11 – 12 | Herschel, Lecture Theatre 3 |

**CBA 3 opens in “practice mode”**

**Week 11 (week commencing 8/12/08)**

|      |                           |              |         |                             |
|------|---------------------------|--------------|---------|-----------------------------|
| Mon  | 8 <sup>th</sup> December  | Lecture (I)  | 10 – 11 | Herschel, Curtis Auditorium |
| Mon  | 8 <sup>th</sup> December  | Lecture (II) | 12 – 1  | Herschel, Curtis Auditorium |
| Mon  | 8 <sup>th</sup> December  | Tutorial (A) | 2 – 3   | Herschel, Lecture Theatre 3 |
| Tues | 9 <sup>th</sup> December  | Tutorial (B) | 10 – 11 | Herschel, Lecture Theatre 3 |
| Tues | 9 <sup>th</sup> December  | Tutorial (C) | 12 – 1  | Herschel, Lecture Theatre 3 |
| Tues | 9 <sup>th</sup> December  | Tutorial (D) | 2 – 3   | Herschel, Lecture Theatre 3 |
| Tues | 9 <sup>th</sup> December  | Tutorial (E) | 3 – 4   | Herschel, Lecture Theatre 3 |
| Wed  | 10 <sup>th</sup> December | Tutorial (F) | 9 – 10  | Herschel, Lecture Theatre 3 |
| Wed  | 10 <sup>th</sup> December | Tutorial (G) | 10 – 11 | Bedson, G.38                |
| Wed  | 10 <sup>th</sup> December | Tutorial (H) | 11 – 12 | Herschel, Lecture Theatre 3 |

**Assignment 1 due in – deadline: 4pm, Wednesday 10<sup>th</sup> December**

**CBA 3 opens in “exam mode” – deadline: midnight, Friday 12<sup>th</sup> December**



Christmas holidays!

**Week 12 (week commencing 5/1/09)**

|      |                         |              |         |                             |
|------|-------------------------|--------------|---------|-----------------------------|
| Mon  | 5 <sup>th</sup> January | Lecture (I)  | 10 – 11 | Herschel, Curtis Auditorium |
| Mon  | 5 <sup>th</sup> January | Lecture (II) | 12 – 1  | Herschel, Curtis Auditorium |
| Mon  | 5 <sup>th</sup> January | Tutorial (A) | 2 – 3   | Herschel, Lecture Theatre 3 |
| Tues | 6 <sup>th</sup> January | Tutorial (B) | 10 – 11 | Herschel, Lecture Theatre 3 |
| Tues | 6 <sup>th</sup> January | Tutorial (C) | 12 – 1  | Herschel, Lecture Theatre 3 |
| Tues | 6 <sup>th</sup> January | Tutorial (D) | 2 – 3   | Herschel, Lecture Theatre 3 |
| Tues | 6 <sup>th</sup> January | Tutorial (E) | 3 – 4   | Herschel, Lecture Theatre 3 |
| Wed  | 7 <sup>th</sup> January | Tutorial (F) | 9 – 10  | Herschel, Lecture Theatre 3 |

|     |                         |              |         |                             |
|-----|-------------------------|--------------|---------|-----------------------------|
| Wed | 7 <sup>th</sup> January | Tutorial (G) | 10 – 11 | Bedson, G.38                |
| Wed | 7 <sup>th</sup> January | Tutorial (H) | 11 – 12 | Herschel, Lecture Theatre 3 |