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An effective "quant methods" course must challenge students to enlist quantitative techniques to solve business problems and establish a lifelong link between data analysis and business decision making. Like many other business programs, we formerly gave responsibility for teaching business mathematics, descriptive statistics, and probability to departments outside the business college. As elsewhere, we were deeply concerned that business math and basic stat courses were generally ill-suited to our business curriculum needs. For example, out business

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curriculum made little use of material from the business calculus course required in our program. We also discovered that anxiety about these quantitative courses were so high that many students postponed taking them until right before graduation. By requiring a course whose material was seldom applied, the not so subtle and erroneous message was sent to students that fundamental math, stat, and probability is not useful in business. For competency-based education to be successful, quantitative learning must be effectively linked to the rest of the curriculum.

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First, only quantitative tools directly useful to solving fundamental business problems were to be included in the new course. To obtain this core of tools, we surveyed our business faculty to identify critical methods and concepts most needed by students in each major business areas. Next, we designed an entirely new course around this essential core of quantitative tools. Finally, a revolutionary textbook was developed that fosters quantitative learning through the four business competencies and emphasizes these core methods and concepts. After several years of classroom

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trials and student feedback, Fundamentals of Quantitative Business Methods is the end result of this process. This text, now in its third edition, helps students identify how each of the four competencies relates to mathematical and statistical reasoning and business modeling techniques. Some problems and cases may also be used to develop teamwork skills through cooperative learning. By working and studying in teams, students can better assess how well they understand the material and can help each other to learn critical problem-solving skills.

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Introductory Business Statistics is designed to meet the scope and sequence requirements of the one-semester statistics course for business, economics, and related majors. Core statistical concepts and skills have been augmented with practical business examples, scenarios, and exercises. The result is a meaningful understanding of the discipline, which will serve students in their business careers and real-world experiences.

Statistical analysis is essential to business

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decision-making and management, but the underlying theory of data collection, organization and analysis is one of the most challenging topics for business students and practitioners. This user-friendly text and CD-ROM package will help you to develop strong skills in presenting and interpreting statistical information in a business or management environment. Based entirely on using Microsoft Excel rather than more complicated applications, it includes a clear guide to using Excel with the key functions employed in the book, a glossary of terms and

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equations, plus a section specifically for those readers who feel rusty in basic maths. Each chapter has worked examples and explanations to illustrate the use of statistics in real life scenarios, with databases for the worked examples, cases and answers on the accompanying CD-ROM.

Understanding Business Statistics is a highly student-oriented business statistics product that makes statistics understandable for students with a wide variety of statistics backgrounds. The authors provide an intuitive discussion of basic

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statistical principles rather than a mathematically rigorous development. They use simple examples to introduce and develop concepts and procedures. For ease of reading, chapter sections are designed to ensure easy-to-follow continuity from one section to the next. This text provides students with frequent opportunities to check their understanding of topics as they move through the chapters, with exercises included at the end of most sections. In many cases, the exercises have been designed to extend chapter discussions rather than solely provide opportunities

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