SMB592: Business Statistics and Market Analysis
경영통계 및 시장조사

- **Instructor**: Prof. Jun, Duk Bin (dbjun@business.kaist.ac.kr, s286, 3634)
- **TA :** Kim, Hyoyoung (hyhouse5@business.kaist.ac.kr)
- **Text Book**

  - Gerald Keller. Managerial Statistics, 9th Edition. South-Western.

  - Lecture Note
- **Reference**

  - R.S. Pindyck and D.L. Rubinfeld. Econometric Models and Economic Forecasts, 4th Edition. McGraw-Hill.

- **Class Schedule**

Week	Topics	Chapter
1	Introduction to Forecasting and Market Analysis	Lecture Note
2	Discrete Probability Distributions	Gerald, Ch. 7
3	Continuous Probability Distributions	Gerald, Ch. 8
4	Introduction to Eviews	Lecture Note
5	Sampling and Sampling Distributions	Gerald, Ch. 9
6	Interval Estimation	Gerald, Ch. 10
7	Hypothesis Tests	Gerald, Ch. 11
8	Midterm Exam	
9	Inference about a Population and Comparing Two Populations	Gerald, Ch. 12, 13
10	Simple Linear Regression and Correlation	Gerald, Ch. 16
11	Dummy Variables	Lecture Note
12	Multiple Regression	Gerald, Ch. 17
13	Logistic Regression & Diffusion Models	Lecture Note
14	Market Analysis through Survey(LEO service)	Lecture Note
15	Forecasting and Decision Making	Lecture Note
16	Final Exam	

- **Homework**

  To be announced. (Homework set will be uploaded in the lecture forum.)