

The Joy of Data: *The Upper Division View of Data and Distributions*
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"One should have a devotion to abstraction and a passion for details."
 --Alfred North Whitehead (1861-1947)

Introduction:

Other than BUS 312, there are five other upper-division required core courses that all Nazarian business students take: FIN 303, MKT 304, SOM 306, MGT 360, and BUS 497a. (Note: BUS 497a is the capstone course in business strategy and we'll ignore that for the purposes of this document.) Each course comes from an important business discipline. Further, each discipline has a different *perspective*, or posture towards data, methods, and analytics. Naturally, all of this is true for the lower-division core required courses too (and you have already passed those courses).

The following are examples of differing perspectives on data by each course.

UDC Course	Typical Data Source(s)	Unique Methods	Analytical Perspective
<i>FIN 303</i>	Transactions, Financial Statements, Historical Budgets, External Estimates	Maximum Absolute Deviation, Geometric Distribution	Separate Risk from Uncertainty, Actuarial analysis, Quantify Game Theory
<i>MKT 304</i>	Surveys, Web page Cookies, Web page links, Customers	Focus groups, Oral Interviews, Estimates from sales professionals	Often add qualitative research methods to complement quantitative research
<i>SOM 306</i>	Keyboards, Sensors, Instruments, Equipment, Networks, Suppliers	Nnn-parametric distributions, Poission Distribution, Linear Programming	Can be computationally-intensive; Always want to automate in practice any results derived from an analysis
<i>MGT 360</i>	Governments, Industry, Psychology Research, Employees	Personality Inventories, Case study, Narrative analysis, Estimates from Managers	Always add qualitative research methods to complement quantitative research