



A CASE for Business Statistics

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Overview

- Business Statistics Curriculum
- Student Perceptions of Engagement
- Why Experiential Learning
- Using Case Studies in Business Statistics
- Questions

A hand holding a yellow pen is writing on a piece of paper. The paper has a graph with a blue line and red arrows, and some mathematical symbols like μ and $+$. The background is a solid dark red color.

Traditional Business Statistics

- Presenting Material
- Assigning Homework
- Testing with Quizzes and Exams



Student Perceptions of Engagement

- Statistical Concepts are Challenging
- Uninteresting
- Seems Unrelated to Business



Why Experiential Learning

- Real-world Experiences
- Analysis of Issues
- Application of Skills
- Engaging

A hand holding a yellow pen is writing on a document. A large, semi-transparent yellow circle is overlaid on the left side of the image, partially obscuring the document and the pen. The document has some handwritten text and a small diagram with a plus sign and a minus sign.

Case Studies in Business Statistics

- Associated with discipline specific courses
 - Management
 - Marketing
 - Business Analytics
- Add meaning to the statistical methods
 - By answering real-world questions



Questions

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