Proposed Survey Of Business Statistics Teachers

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MILO SCHIELD
Department of Business Administration
Augsburg College

www.augsburg.edu/ppages/~schield
schield@augsburg.edu

A Big Job!
300,000+ students per year

227,000 undergraduates per year
~1,000 teachers (4 sections/yr; 50 students/section).

94,000 graduate students per year
~1,000 teachers (3 sections/yr; 33 students/section).

At $1,000 per student, the total revenues are:
US Undergraduate: $230 million per year.
US Graduate: $100 million per year.

What Are Our Goals in Introductory Statistics?

To teach business students:
• the power & beauty of statistical inference.
  What percent teach confidence intervals?
  What percent teach hypothesis testing?
• the importance of statistical process control.
  What percent teach quality tools or control charts?
• how to describe and model associations.
  What percent teach interpreting tables and graphs?
  What percent teach multivariate/logistic regression?

What do Teachers Teach?
Stroup-Jordan Survey #1

105 teachers of business statistics were asked:
Q1. What topics do you teach?
Q2. If you teach a topic, do you teach it moderately or extensively?

What do Managers Use?
Stroup-Jordan Survey #2

1,495 business managers were asked if they used various statistical topics in business.
High usage: graphs (83%), surveys (69%), and crosstabs/frequencies (65%)
Moderate usage: standard deviation (38%), regression (35%), time series (33%) and confidence intervals (30%)
Low usage: random sampling (20%) and non-parametrics (13%)
We have
• money for this survey.
• staff to compile a list of teachers.
• staff to mount/run web survey.

What is needed:
1. MSMESB authorization.
2. leadership.
3. participation.

Let me know if you are interested in:
• Survey coordination
• Generation of teacher contact list
• Survey design
• Survey field test
• Data preparation
• Data analysis

Externally:
• Be proactive in anticipating change
• Meet foreseeable “threat”
• Improve quality of statistical education
• Make “statistics more effective”

Internally:
• To serve 100% of business majors