



DECS-S-0034 Statistical Models and Management Analysis (EMBA)

Academic Year: Module 1/2026-2027

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Office hours: By appointment

Course Objectives

From data to decisions. Information is overwhelmingly abundant and ubiquitous in today's world. But to derive real benefits, future leaders must be able to extract valuable insights from analyses rather than just solve for the correct solutions. For each situation of concern, we need to comprehensively identify relevant factors, select appropriate methods, rigorously conduct the examination, and logically derive conclusions. The field of data science is related to three aspects: theories (mathematics/statistics), tools (computer science), and context (for us, business and economics). Participants in this course will:

- Gain knowledge and understanding of underlying foundations in probability and statistics, especially regression analysis.
- Develop computing skills to perform statistical analyses, especially using Microsoft Excel.
- Apply the obtained knowledge and skills to different business issues, including finance and operations.

Contribution to Sasin Learning Goals

This course will help participants develop personal insights and apply analytical skills (part of Learning Goal 1 - Practice Leadership with Purpose) as well as increase data-driven problem-solving competency (part of Learning Goal 2 - Adopt Entrepreneurial and Innovative Thinking).

Reference Textbook

Klibanoff, P., Sandroni, A., Moselle, B., & Saraniti, B. (2006). *Managerial Statistics: A Case-Based Approach*. Thomson South-Western. (KSMS)

Additional Readings

On Sasinware.

Assessment

GRADING COMPOSITION	
Attendance/Participation	10%
In-class Exercises/Quizzes	20%
Group Assignments/Cases/Projects	30%
Final Examination	40%

Due to differences in each composition, grading criteria will be explained/provided to the participants at the time of assignment/relevance. In general, the group assignments/cases/projects will follow the American Association of Colleges and Universities (AAC&U) VALUE rubrics for problem solving and quantitative literacy and also the American Statistical Association's (ASA) scoring rubric for ASA project competition.

<https://www.aacu.org/value/rubrics>

<https://www.amstat.org/docs/default-source/amstat-documents/edu-projectjudgingrubric.pdf>

According to Sasin's policies, MBA and EMBA final grades are limited to A, B+, B, C+, C, D+, D (passing grades), and F (fail) and no more than 50% of students should receive grades in the A-range (A&B+).

Academic Misconduct

Any academic misconduct will automatically result in a failing grade for the course. Additional penalties ranging from suspension to removal from Sasin may also be imposed if deemed appropriate. Academic misconduct includes, but is not limited to, Plagiarism, Cheating, Fabrication, Aiding and Abetting Academic Misconduct, and Falsification of Records and Official Documents (for definitions of these terms, see the Student Handbook on the Sasin Intranet).

Please note that all Sasin students have agreed to comply with the Sasin Honor Code.

Policy on the Use of Generative AI

Our objective is to foster responsible and ethical use of AI tools while maintaining academic integrity.

Sasin encourages the use of generative AI tools (e.g. ChatGPT, Claude, Gemini, etc.) for academic purposes, provided students follow these guidelines and any additional requirements set by specific courses or instructors.

The instructor reserves the right to determine whether generative AI is permitted in any assessments.

When generative AI is permitted, students must include a brief note at the end of their work that clearly summarizes how generative AI has been used. It is also the instructor's responsibility to design assessments that enable the identification of whether students have acquired the necessary knowledge from the course.

Students must also exercise caution and responsibility when using generative AI. It is critical to maintain full control over the final output and to avoid merely copying and pasting AI-generated content without a full understanding of it. Students are accountable for any inaccuracies, biases, offensive content, or ethical issues present in the submitted work—regardless of whether those issues originated from the AI tool.

By adhering to these guidelines, students contribute to the responsible and ethical integration of generative AI into academic work, balancing the benefits of advanced technologies with the core principles of academic honesty and integrity.

When generative work is not allowed, assessments will be conducted through paper-based and/or real-time oral formats.

Academic Policies

Attendance

All students are expected to attend **all** sessions of courses for which they are registered.

Sasin's minimum attendance rule aligns with Chulalongkorn University's policy: students must maintain at **least 80% attendance** to complete a course.

In case of professional/personal emergencies/situations, students can request Zoom links from Sasin staff, which will be automatically granted. However, to receive credit, students must also email the instructor (in advance or as soon as possible) some form of evidence justifying the Zoom link request. In addition, each student will receive full credit for NO MORE THAN 2 SESSIONS of class attendance via Zoom.

If the Zoom attendance is allowed, you must request a Zoom link from Sasin Student Experience (studentexperience@sasin.edu) at least one hour before the class in order to maintain your class attendance. Your webcam must remain on throughout the session. Students without a working webcam must attend in person. Failure to attend, whether via approved Zoom access or in person, will be considered a **missed class and subject to the appropriate consequences**.

If you determine that you won't be able to maintain the 80% attendance requirement for any course, do not register for that course. Under exceptional/unavoidable circumstances, you should consult the instructor via Sasin Student Experience in advance.

Punctuality

It is important that all classes start on time. We ask **that you allow sufficient travel time to arrive before classes begin, rather than coming just on time**.

Sasin reserves the right to:

- prohibit a student from participating in class if they arrive more than 15 minutes late without advance approval from the instructor;
- not count a student's attendance for that class if they are more than 15 minutes late without advance approval from the instructor;
- not allow a student to take the exam if attendance for that course is below 80% of the total class contact hours.

We encourage productive learning at Sasin for the benefit of all stakeholders involved and appreciate your cooperation.

Remote Classes

At Sasin, whether a class is delivered in person or remotely, attendance is required.

Remote Class Participation Protocols (if remote participation is permitted)

1. Remote attendance must be in real-time. The normal Chulalongkorn University requirement for 80% attendance will apply (i.e., to complete a course you must attend at least 80% of the classes in person, when allowed, or remotely, when allowed).
2. You must email Sasin Student Experience with supporting evidence at least one hour before class if missing class is unavoidable. For emergencies, email the instructor immediately. The instructor determines any required make-up work (does not substitute for attendance).
3. **To qualify for remote attendance, your webcam must be turned on throughout the class. If you do not have a working webcam, you must attend class in person.**
4. You must be ready to answer questions during the class. If you do not respond in a timely fashion to questions directed at you in class, you will not be counted as attending.

Hybrid Classes

These are classes including remote and in-person participants.

1. Even if you are attending in-person, in the classroom, log into Zoom.
2. Mute your microphone unless you want to ask a question.
3. Use the "raise hand" icon button in Zoom when you need to ask a question during class.

Make-up Exams

A make-up exam is not a right; it is a privilege enjoyed only for genuine reasons. If you need a make-up exam, you **MUST** ask the faculty member teaching the course and give reasons and documentation **WELL IN ADVANCE OF THE EXAM**.

Students should check their exam dates at the start of the course and reserve the exam time on their calendars. If the faculty member allows a make-up exam, they may request detailed reasons for the make-up and supporting documentation.

If you do not attend the exam without prior permission, except in a well-documented emergency, you will receive an F for the exam.

Retake Policy

The Deputy Director of Learning Solutions must first approve any retake requests. In the rare event that an instructor allows a student to retake an assessment item, the retake score will be capped at the lowest score obtained by a non-retake student.

Sasin Academic Accommodations Statement:

Sasin School of Management strives to create an accessible and inclusive learning environment. If you anticipate or experience barriers based on disability, chronic condition, mental health, neurodiversity, or other factors, please discuss your needs with the Student Experience Team. It is your responsibility to contact Student Experience to request accommodations. The Student Experience team will work with you confidentially to explore possible solutions. All accommodations require approval from Student Experience and are subject to resource availability and any required documentation. The team can advise on options and provide reasonable accommodations and support services to foster your academic success.

Sasin Inclusive Learning Statement:

Sasin School of Management aims to foster an inclusive, safe classroom environment for all students, regardless of individual differences in identity and experience. Course content and discussions are intended to elicit thoughtful self-reflection, which may be uncomfortable. However, the classroom environment should not create serious psychological or safety concerns. Please contact the Student Experience Team if you have concerns related to course content, presentation, peer interactions or need a matter addressed for any reason, so that reasonable options may be explored.

Sasin Productive Learning Statement:

Students are expected to conduct themselves professionally as outlined in Sasin's Honor Code and other applicable conduct policies. Any disruptive classroom behavior that interferes with teaching and learning will be addressed. Support services are available to assist students in managing issues impacting their classroom conduct. Please notify the Student Experience Team if you need assistance.

Class Schedule

<i>Session</i>	<i>Topic(s)</i>	<i>Assignments/Cases/Projects</i>
1. Saturday, June 13, 2026 09:00 – 12:30	Probability and Statistics Review	
2. Friday, June 19, 2026 18:00 – 21:30	Confidence Intervals (KSMS Chap. 1)	
3. Saturday, June 20, 2026 13:30 – 17:00	Hypothesis Tests (KSMS Chap. 2)	Group Assignment/ Case/ Project #1 due
4. Saturday, June 27, 2026 09:00 – 12:30	Simple Regression (KSMS Chap. 3-4)	
5. Friday, July 3, 2026 18:00 – 21:30	Multiple Regression (KSMS Chap. 5-6)	Group Assignment/ Case/ Project #2 due
6. Saturday, July 4, 2026 13:30 – 17:00	Regression Modeling (KSMS Chap. 7)	
7. Saturday, July 11, 2026 18:00 – 21:30	Final Examination	Group Assignment/ Case/ Project #3 due