Course Title: Discovering Your Inner Quant Jock: Financial Modeling and Business Decisions
Course Code: WSP 150
Instructor: Iddo Hadar

Course Summary:
WSP 150 aims to help you overcome any barriers to expanding your utilization of the capabilities of spreadsheet programs; and to provide you with the methods and the mindset to make complex financial and economic decisions.

*Please see course page for full description and additional details.

Grade Options and Requirements:
- No Grade Requested (NGR) - this is the default option
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- Credit/No Credit (CR/NC)
  - Submitting the homework and final assignments will earn you Credit.
- Letter Grade (A, B, C, D, No Pass)
  - Submitting the homework and final assignments is required.
  - The quality of the homework and final assignments will account for 100% of your grade.

*Please Note: If you require proof that you completed a Continuing Studies course for any reason (for example, employer reimbursement), you must choose either the Letter Grade or Credit/No Credit option. Courses taken for NGR will not appear on official transcripts or grade reports.

Tentative Outline:

Session 1 - Course Overview, Modeling

Morning Module:
- Introduction
- General principles (structure, parameters, documentation)
- Generic forecasting techniques
- Incorporating uncertainty: Scenarios
- Mapping uncertainty: Sensitivity analysis
- Marketing modeling examples
- Marketing decision-making applications

Afternoon Module:
- In-class practice
- Financial planning
- Reporting and charting techniques
- Incorporating uncertainty: Simulation
- Using SOLVER (marketing examples)
- Extensions:
  - Financial decisions
  - Operations decisions
- Homework Assignment

Session 2 - Data Analysis, Course Overview

Morning Module:
- Introduction
- General principles: Data analysis/mining process
- Web analytics
- Average and distribution statistics
- Analyzing uncertainty: testing significance
- ANOVA: Marketing modeling examples
- Integrating the concepts and tools

Afternoon Module:
- In-class practice
- Regression analysis
- Financial modeling examples
- Data tabulation and consolidation
- Extensions
- Final Assignment
- Course summary