

Disciplina:

ADM2953 - Modelagem Quantitativa

Ementa:

Amostragem (métodos e distribuições), estimadores, intervalos de confiança, testes de hipóteses, regressão linear simples e múltipla, análise de variância, séries temporais, análise de dados categóricos e estatística não paramétrica.

Bibliografia:

Básica: -BLACK, K. Business Statistics: Contemporary Decision Making, Wiley, 7th Edition, 2011. -MCCLAVE, BENSON, SINCICH. Estatística para Administração e Economia. Pearson/Prentice Hall, 10ª Edição, 2008. Complementar: -OLSSON, U. H.; FOSS, T.; TROYE, S. V. & HOWELL, R. D. The performance of ML, GLS and WLS Estimation in Structural Equation Modeling Under Conditions of Misspecification and Nonnormality. Structural Equation Modeling, v. 7, n. 4, pp. 557-595, 2000. SCHREIBER, J. B.; STAGE, F. K.; KING, J.; NORA, A. & BARLOW, E. A. Reporting Structural Equation Modeling and -Confirmatory Factor Analysis Results: A Review. Journal of Educational Research, v. 99, n. 6, pp. 323-337, 2006. -SIVO, S. A.; FAN, X.; WITTA, E. L. & WILLSE, J. T. The Search for Optimal Cutoff Properties: Fit Index Criteria in Structural Equation Modeling. Journal of Experimental Education, v. 74, n. 3, pp. 267-288, 2006. -HU, L. & BENTLER, P. M. Cutoff criteria for fit indexes in covariance structure analysis: Conventional criteria versus new alternatives. Structural Equation Modeling, v. 6, pp. 1-55, 1999. -PLOUFFE, C. R.; HULLAND, J. S. & VANDENBOSCH, M. Research report: Richness versus parsimony in modeling technology adoption decisions: Understanding merchant adoption of a smart card-based payment system. Information Systems Research, v. 12, pp. 208-222, 2001.