SYLLABUS
Course: ECON 3402, Business Statistics I.
Semester: Fall 2011.
CRN: 81329.  Section: 03.  Room: RCOB 1308

INSTRUCTOR: Salvador Lopez, Ph.D.
PHONE: 678-839-4778
E-MAIL: slopez@westga.edu
OFFICE: Room 1317
HOURS: Office Hours: M, W: 8:00am – 10:45am.  12-1pm.
T, Th: 12-1:30pm


COURSE DESCRIPTION: Course emphasis is on applications of statistics in business. Topics include methods of presenting data, numerical measures and correlation, probability theory and probability distributions, sampling distributions, interval estimation, hypothesis testing, and linear regression.

PREREQUISITES: MATH 1111 or MATH 1113, CISM 2201 and a 2.0 minimum GPA.

EXPECTED LEARNING OBJECTIVES
Students will:

LO2: Construct and interpret summary numerical measures of location, variability, and association for the sample and the population (LG2, LG3, LG6, LG12). Textbook reference: Chapter 3.

LO3: Apply basic probability concepts, expected value, and variance to a variety of business applications (LG2, LG6, LG12). Textbook reference: Chapters 4-5.

LO4: Use discrete and continuous probability distributions and sampling distributions in a variety of business applications (LG2, LG3, LG6, LG12): Chapters 5-6.


LO6: Estimate regression models, evaluate the results of regression models, and use the results for prediction and forecasting (LG2, LG3, LG12). Textbook reference: Chapter 14.

Note: A complete list of expected learning goals (LG) for the Economics Department can be found at the department web site: [http://www.westga.edu/econ/index_12904.php](http://www.westga.edu/econ/index_12904.php)

ATTENDANCE: Attendance is strongly recommended for each class. There will be (graded) Clicker questions in every session. You are responsible for all announcements and material covered in class. Students who do not attend classes regularly will receive little consideration in regard to individual instruction, borderline grade decisions, etc. Classes will begin promptly at the scheduled time and a sign will be posted outside the classroom indicating that you cannot enter. Bring a calculator to every class session.

TESTS: During the semester, you will take two tests and a final exam each worth 20% of your final grade. The dates and materials for each test are listed below. All necessary formulas and/or tables will be provided by the instructor (no need for a cheat sheet). Test questions will be based on the concepts and exercises shown in the study guides, clicker questions and Aplia. Maximum time allowed per test will be one hour and 15 minutes. To every test, you should bring a calculator and a scantron (school of business, green 882-E). No cell phones.

QUIZ: At the end of the third week of classes (9/7/2011), you will take a quiz based on Learning Objective 1 (LO1). By Sunday of the same week (midnight, 9/11/2011), you need to submit an Excel assignment in CourseDen on the same topics covered under LO1.

Make-up Policy: If you miss one of the two tests, you might take a make-up test, provided that you show a verifiable and justifiable excuse (police report of an accident, doctor’s excuse) showing specific date(s). You have to take a make-up test the next day after your excuse date expires. Otherwise, your grade will be a zero. If an emergency keeps you from taking a test, please contact your instructor immediately, but keep in mind that a phone call or an electronic message is not a valid excuse. Same rules apply to the quiz.

APLIA: During the semester, you will be required to take weekly tests related to the sections covered in the course, including an introductory test. Such tests will have a significant weight on the final grade because their average will count for 15% of the final grade and their questions and exercises will prepare you for the types of questions found on the two tests and final exam. The lowest grade will be dropped. Aplia registration is required. Instructions to register are shown below. Any student who is not registered in Aplia by 9/11/2011 will be dropped from the class.

REGRESSION PROJECT: Based on the material learned in Chapters 8, 9, and 14, you will be required to turn in a regression project based on a specific case. The case will be given to students on November 14th (after Test 2).

CLICKER QUESTIONS: During the term, you will be required to participate by responding to clicker questions related to current material. Each answer you respond will receive a value of one point. Each right answer will count for two points. After dropping the lowest two grades, your clicker average grade will count for 15% of the final grade in the course. If you forget to bring the clicker, that will be one of your two dropped grades. No exceptions. You are
responsible for the proper function of your clicker. You should always carry additional batteries and, if possible, a spare clicker. In case your clicker stops working in the middle of a session, the instructor will not make an adjustment to your grade. Cheating policy does not apply to clicker questions. You are encouraged to consult with classmates, as long as you DO NOT say letter answers loudly. However, if you are absent and your clicker registers answers for that day, you and the student who submitted the answers for you will receive an automatic F in the course.

CHEATING: Academic dishonesty on any exam will result in a zero on the exam, an F for the course, a note recording the incident on the student's permanent record and the student reported to Student Services for appropriate disciplinary action by the University. Students not familiar with what constitutes academic dishonesty or those unfamiliar with the appeals procedures regarding academic dishonesty should refer to the UWG Undergraduate Catalog.

GRADE DISTRIBUTION BY ACTIVITY

<table>
<thead>
<tr>
<th>ACTIVITY/MATERIAL</th>
<th>DATE</th>
<th>WEIGHT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quiz based on LO1</td>
<td>9/7/2011</td>
<td>2.5%</td>
</tr>
<tr>
<td>Excel based on LO1</td>
<td>by 9/11/2011</td>
<td>2.5%</td>
</tr>
<tr>
<td>Clicker Average Grade</td>
<td>Daily</td>
<td>15%</td>
</tr>
<tr>
<td>Regression Project</td>
<td>Last day</td>
<td>5%</td>
</tr>
<tr>
<td>Aplia</td>
<td>Weekly</td>
<td>15%</td>
</tr>
<tr>
<td>Test 1 (Chapters 1-5)</td>
<td>9/21/2011</td>
<td>20%</td>
</tr>
<tr>
<td>Test 2 (Chapters 6-9, 14)</td>
<td>11/9/2011</td>
<td>20%</td>
</tr>
<tr>
<td>Final (Chapters 5-9, 14)</td>
<td>Monday, 12/5/2011, 11am-1pm</td>
<td>20%</td>
</tr>
</tbody>
</table>

DISRUPTIVE BEHAVIOR: Arriving late, leaving early, yawning loud, talking during lectures, using profane language, using your cell phone while in class, are some of the most common ways students may interrupt a class and encourage others to do the same. Cell phones, laptops or any other devices with internet access must be turned off before class starts. If you use, or seem to be using your cell phone at any time during class, your clicker grade for that day will be a zero. Important advice: Try to avoid body language that might indicate the use of a cell phone (one arm under the table, looking down to your lap, holding forehead, simulating to be asleep, etc.)

If any of the disruptive behavior mentioned above continues, you might be dropped from the course with an F. Remember: Whether you realize it or not, you are always a leader, and you have a social responsibility. Others are always influenced by your actions.

When class starts, a sign will be posted outside the classroom door saying “class in session, do not enter.” Once that signed is on the door, you cannot enter the classroom. If you enter the classroom despite the sign, your clicker grade will be a zero for that session and you will receive a verbal warning.

COURSE OUTLINE AND METHOD OF INSTRUCTION: Chapters 1-9, 14. More detailed coverage is provided below. The material will be covered using a lecture approach emphasizing
participative problem-solving. Course coverage is intended as shown below, but deviations may occur.

Final Letter-Grade Assignment:
0 – 59.94: F
59.95 – 69.94: D
69.95 – 79.94: C
80 – 89.94: B
89.95 – 100: A
This grade distribution will be strictly implemented. No further adjustments will be made.

How to access your Aplia course

Lopez, Modern Business Stats (ASW 4e) Fall 2011

Instructor: Salvador Lopez
Start Date: 08/22/2011
Course Key: 9XV6-5ZSQ-65G2

Registration

Aplia is part of CengageBrain, which allows you to sign in to a single site to access your Cengage materials and courses.

1. Connect to http://login.cengagebrain.com/
2. If you already have an account, sign in. From your Dashboard, enter your course key (9XV6-5ZSQ-65G2) in the box provided, and click the Register button. If you don't have an account, click the Create a New Account button, and enter your course key when prompted: 9XV6-5ZSQ-65G2. Continue to follow the on-screen instructions.

Payment

Online: Purchase access to your course (including the digital textbook) from the CengageBrain website.

Bookstore: Purchase access to Aplia from your bookstore. Check with the bookstore to find out what they offer for your course.

After paying, you will have the option to purchase a physical book at a discounted price. If you choose to pay later, you can use Aplia without paying until 11:59 PM on 09/11/2011.