Economics 3406.
Statistics for Business II Section N04
CRN: 10173, SPRING 2011
Online Course

Instructor: Salvador Lopez, Ph.D.
46 RCOB
Phone: (678) 839-4778

Office Hours: M-Th, Th, 8:30am – 11am. If you need to contact me, you can do it on those
days via phone, in person, or on Course Den’s Chat room. For the latter, please send me
first an e-mail message indicating the day and time that you would like to enter the chat
room.

E-mail: slopez@westga.edu

Course Website: CourseDen

Course Description:
This course investigates the applications of statistics in business. Topics include methods
of presenting data, numerical measures and correlation, probability theory and probability
distributions, sampling distributions, estimation, and hypothesis testing.
This is a 50-50 hybrid course. Students meet half of the time in the classroom and the
remaining time is dedicated to online assignments (quizzes and homework).

Expected Learning Objectives:
Upon completion of this course, students are expected to have a basic understanding of:
• Recognize the role that quantitative models play in the decision making process (LG2)
• Be able to transform a rather general problem into a well-defined problem that can be
solved quantitatively (LG2)
• Be able to apply basic quantitative models to business situations (LG2)
• Demonstrate the ability to collect and input data into basic quantitative models (LG2,
LG3)
• Be able to solve models "by hand" and with specialized computer software, spreadsheets
and graphical packages (LG2, LG3)
• Describe specific quantitative models including decision analysis, linear programming,
and others applicable to business decision making (LG2)
Note: A complete list of expected learning goals (LG) for the Economics Department can be
found at the department website http://www.westga.edu/~econ/lg_assessments.htm

Textbook: QUANTITATIVE METHODS FOR BUSINESS
By Anderson, Sweeney, and Williams, 11th Edition. A copy of the textbook is also on
reserve at the UWG library. You can use an earlier edition but need to make sure that the
exercises assigned are the same.
Course Outline:
Chapters 1, 4, 5, 6, 7, 8, 9
Introduction
Decision Analysis
Utility & Game Theory
Forecasting
Linear Programming I, II, and III

More specific details of sections covered will be provided in the study guides.

TESTS: During the semester, you will take online quizzes and homework worth 20% each for a total of 40% of your final grade. The remaining 60% will be distributed between a mid-term (30%) and a final exam (30%). The dates and materials for the tests are listed below. All quiz and test questions will be based on the study guides available on CourseDen. Maximum time allowed per test will be two hours. To every test, you should bring a calculator (preferably a statistical calculator) and a scantron (school of business, green 882-E).

Quizzes will be due at the end of every week. Homework (Excel) assignments will be posted at the end of every chapter. The instructor will estimate a reasonable time to assign homework given the chapter coverage. You should access the course frequently and check for announcements related to these two activities. Also, there are special presentations, usually videos, demonstrating solutions to the most important problems of each chapter.

FINAL EXAM: The Final Exam will be cumulative. Following UWG policy, the allowed time is up to two hours. Its format will be identical to that of the mid-term exam.

CHEATING: Academic dishonesty on any exam or in-class assignment done alone 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

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<thead>
<tr>
<th>ACTIVITY/MATERIAL</th>
<th>DATE</th>
<th>WEIGHT</th>
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<tbody>
<tr>
<td>Optional/Orientation Meeting</td>
<td>Friday, January 7th</td>
<td>NA</td>
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<tr>
<td>Online Quizzes (“assessments”)</td>
<td>Shown on CourseDen</td>
<td>20%</td>
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<tr>
<td>Online Homework (“assignments”)</td>
<td>Shown on CourseDen</td>
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<tr>
<td>Mid-term</td>
<td>Monday, February 21st (8-10 am)</td>
<td>30%</td>
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<tr>
<td>Final (Cumulative)</td>
<td>Monday, May 2nd (8 – 10am)</td>
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Final Numerical and Letter Grade (strict policy, no exceptions):

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<tr>
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<th>Letter</th>
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<tr>
<td>0 – 59.99</td>
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<td>70 – 79.99</td>
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<tr>
<td>80 – 89.99</td>
<td>B</td>
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<tr>
<td>90 – 100</td>
<td>A</td>
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Some Basic Rules:
FOOD AND DRINKS ARE NOT ALLOWED IN ANY OF THE CLASSROOMS. CELL PHONES CANNOT BE USED WHILE TAKING A TEST.