

WMBA 6040  
Managerial Decision Analysis  
SPRING 2017  
Cohort 66

**PROFESSOR**

Dr. Adrian Austin

1315 Miller Hall, UWG

1601 Maple St, Carrollton GA 30118

Office Hours: Tue/Thu 10:00 AM – 11:30 AM & 3:30 PM – 5:00 PM or by appointment.

Phone: (678) 839-4773

E-mail: Only use the D2L email tool for email

**(See the section on communication for more details.)**

**COURSE DESCRIPTION**

This course is designed to expose students to the types of decision making situations they will face as managers. It will introduce students to advanced quantitative concepts and state-of-the-art techniques. By the end of the course students will be expected to be able to analyze a problem statement, develop alternative solution procedures, and select the one that most successful solutions to business problems require the ability to integrate concepts from non-quantitative fields with the quantitative results.

**COURSE OBJECTIVES**

To understand the role of quantitative methods in the decision-making process

To demonstrate the ability to visualize, present, analyze and interpret business data

To identify and classify different types of decision problems

To develop an understanding of the application of quantitative analysis to the solution of management problems

To be able to communicate recommendations based on the outcome of mathematical procedures

**COURSE TEXT BOOK**

Business Analytics: Data Analysis & Decision Making, 6th Edition by S. Christian Albright and Wayne Winston, South-Western Cengage Learning (ISBN: 978-1-305-94654-2). Students may select either the hardcopy or the eText. Every new student edition of this book comes with access to the textbook website that links to the following: Palisade Decision Tools Suite; data and solutions files, PowerPoint slides, and tutorial videos.

Supplemental materials will be provided by your professor.

## **COURSE PREREQUISITES**

We will use Excel extensively in this course. If you do not possess any Excel skills you are strongly encouraged to obtain an Excel supplement or tutorial. If you are unfamiliar with Excel please let me know as soon as possible.

## **COURSE SOFTWARE**

We will use Excel extensively in this course as well as the Palisade Decision Tools Suite that comes with the text. All examples that I provide will be in Excel 2010. If you have a prior version of Excel please let me know as soon as possible.

## **COURSE PRESENTATION**

On the main page of the course you will find the following Folders/Items:

**Start Here:** This is where you will find the syllabus and a link to Module 0.

**Learning Modules:** Each Learning Module contains an outline as well as all the instructional material, examples, discussions, assignments and quizzes for the content of that module. The outline document provides a synopsis of the module and a list of all things required to complete that module.

**Text Slides:** These are the PowerPoint slides provided by the textbook publisher.

**General Questions/Suggestions:** This is a place for you to post any questions/suggestions that you may have about the course. This is separate from the module discussions which contain questions about the learning material for each module. You can post anonymously if you wish to do so.

**Course Progress/News:** This is where I will post more detailed information/updates about the course than is found in the announcements.

**Collaborate Chat Room - Professor:** This is an area that you can use for a chat session with me. If you would like to use the chat room please let me know and we can arrange a mutually convenient time.

**Collaborate Chat Room - Groups:** This is an area that you can use for a chat with the other members of your group.

**Real World Examples:** These are several examples of Business Analytics in action collected by Professor Jomon Paul from Kennesaw State University.

## **COURSE SCHEDULE**

You can find a detailed schedule at the end of this document. Most due dates are on Tuesdays and Fridays with two weeks in between but this is not always so. The exceptions are: the Module 0 due date is on a Thursday with the Module 1 due dates the next week, and the Module 4 due dates are one week after Module 3.

## **GROUP ASSIGNMENTS**

There are Group Assignments for Modules 1 - 7. Groups are made up of 2 or 3 people. You must sign up for a group to be able to access the group assignment area and group chat area. You can sign up for a group by using the Groups tool on the navigation bar. You may not seek help or assistance on your group assignments from any person who is not in your group. All group assignments are to be submitted through D2L. All group assignments are due at 10:00 PM on the due date. Please try to submit your group assignments in advance of the due date to avoid any last minute difficulties. Late assignments are not accepted and will result in a grade of 0. Please pay attention to the course schedule.

## **QUIZZES**

There are timed quizzes for Modules 1 – 7. While the quizzes are submitted individually you may discuss the quiz with other members of your group and only other members of your group. You may not seek help or assistance on your quizzes from any person who is not in your group. This applies to all the Module Quizzes but not the final exam. **YOU MAY NOT SEEK HELP OR ASSISTANCE**

**ON THE FINAL EXAM FROM ANYONE!** All quizzes are taken in D2L. All quizzes are due at 10:00 PM on the due date. The introductory exercise will count as a single quiz and you get 100% for posting. Please try to submit your quizzes in advance of the due date to avoid any last minute difficulties. Late quizzes are not accepted and will result in a grade of 0. Please pay attention to the course schedule.

## **FINAL EXAM**

There is a timed comprehensive exam at the end of the semester (available April 18 – April 20). The final will be similar in form to the quizzes. You may not discuss the final with anyone. A late final will not be accepted and will result in a grade of 0. Please pay attention to the course schedule.

## **COURSE GRADING**

30% of your grade will come from the average grade of the group assignments. 30% of your grade will come from the average grade of your quizzes. The last 40% of your grade will come from the final exam. The calculated grade will be rounded to the nearest whole number. The course grade is determined as follows:

90% - 100%	A
80% - 89%	B
70% - 79%	C
60% - 69%	D
< 60%	F

### **OTHER COURSE POLICIES**

- Any time listed refers to the time in Atlanta, GA, USA.
- You are expected to log in to D2L every day.
- Late assignments are not accepted.
- Send all email to your professor through D2L.

### **COMMUNICATION**

**There are several ways for you to communicate with me.**

- 1) Email: I will respond to all emails within one business day. Please use the D2L email tool. You should check your D2L email once a day.
- 2) Discussions: Each module has a discussion board for you to post questions and comments about that module. This is a tool for you to communicate with me and/or your fellow students. I will monitor these discussion groups.
- 3) Office Hours: I will be physically present in my office during my office hours and will be available by phone/email/chat during those times.
- 4) Phone: Outside of my Office Hours any phone messages left for me will be returned within two business days. We can also schedule a time to speak by phone if necessary.
- 5) Chat Room: If you would like to use the chat room to communicate with me, please let me know and we can arrange a mutually convenient time.

### **ACCESSIBILITY SERVICES**

If you require accommodations for a disability, please let me know as soon as possible so that satisfactory arrangements can be made.

### **ACADEMIC DISHONESTY**

Academic Dishonesty will be handled according to the policy set forth in the GSU Student Conduct Code.

WMBA 6040 Schedule - Spring 2016 All assignments and quizzes are due at 10:00 PM on the due dates.

Module	Date Available	Content	Group Assignment due	Quiz due
Module 0	NOW	Introduction	N/A	Introductory Exercise due on Thu, January 19
Module 1	11-Jan	Chapter 1: Introduction to Business Analytics (Section 1.3) Chapter 2: Describing the Distribution of a Single Variable (All Sections) Chapter 3: Finding Relationships among Variables (All Sections) Supplementary Materials	Tue, January 24	Fri, January 27
Module 2	22-Jan	Chapter 4: Probability and Probability Distributions (Sections 4.1 - 4.3) Chapter 5: Normal Binomial and Poisson Distributions (Sections 5.1 - 5.5) Supplementary Materials	Tue, February 07	Fri, February 10
Module 3	5-Feb	Chapter 7: Sampling and Sampling Distributions (All Sections) Chapter 8: Confidence Interval Estimation (Sections 8.1 - 8.3 & 8.5 - 8.9) Supplementary Materials	Tue, February 21	Fri, February 24
Module 4	12-Feb	Chapter 9: Hypothesis Testing (Sections 9.1 - 9.4) Supplementary Materials	Tue, February 28	Fri, March 03
Module 5	26-Feb	Chapter 10: Regression Analysis: Estimating Relationships (All Sections) Chapter 11: Regression Analysis: Statistical Inference (Sections 11.1 - 11.3 & 11.5 - 11.8) Supplementary Materials	Tue, March 14	Fri, March 17
Module 6	12-Mar	Chapter 12: Time Series Analysis and Forecasting (Sections 12.1 - 12.3 & 12.6 - 12.7) Supplementary Materials	Tue, March 28	Fri, March 31
Module 7	26-Mar	Chapter 13: Introduction to Optimization Modelling: (Sections 13.1 - 13.7) Chapter 14: Optimization Models (Sections 14.1 - 14.3 & 14.5) Supplementary Materials	Tue, April 11	Fri, April 14
<b>FINAL EXAM</b>	<b>Tue, April 18</b>	<b>Comprehensive Exam</b>	<b>N/A</b>	<b>Thu, April 20</b>