

SAM HOUSTON STATE UNIVERSITY
College of Business Administration
Department of Economics and Business Analysis

Course Syllabus
Spring 2008

Course Number:	BAN 363.04, M–F 10:00 – 11:50 a.m., Rm SHB 135	
Course Title:	Business Analysis	
Prerequisites:	MTH 199, BAN 232	
Instructor:	Dr. Berg	Office: 237G – SHB
Office Hours:	1:00 – 2:30 p.m. M–Th and by appointment	Phone: (936)294 - 1243 (Office) E-Mail: eco_mdb@shsu.edu

1 Required Text

We will be using the textbook entitled *Statistics, The Art and Science of Learning from Data* ISBN 0-13-008369-0, published by Pearson/Prentice Hall.

EVERY STUDENT IS EXPECTED TO HAVE A CALCULATOR WHICH CAN HANDLE EXPONENTS, NATURAL LOG-ARITHMS AND FACTORIALS. CALCULATORS SHOULD BE BROUGHT TO EVERY CLASS MEETING. CALCULATORS CAN NOT BE SHARED DURING EXAMS. CALCULATORS BUILT INTO CELL PHONES AND PDA'S ARE UNACCEPTABLE.

2 Supplemental Texts

A fun book which is highly recommended is *The Cartoon Guide To Statistics* by Larry Gonick & Woolcott Smith. Another good book is, *Statistics for People Who (Think They) Hate Statistics*, 2nd edition, by Neil J. Salkind.

3 Student Conduct and Discipline

Each student is expected to be fully acquainted and comply with all published policies, rules, and regulations of SHSU, copies of which shall be available to each student for review online and/or at various locations on campus. Students are also expected to comply with all federal and state laws.

3.1 Academic Honesty

SHSU expects all students to engage in all academic pursuits in a manner that is above reproach and to maintain complete honesty and integrity in the academic experiences both in and out of the classroom. SHSU may initiate disciplinary proceedings against a student accused of any form of academic dishonesty, including but not limited to, cheating on an examination or other academic work, plagiarism, collusion, and the abuse of resource materials.

3.2 Cell Phone Policy

Do not let your cell phone ring during class! Do not answer your cell phone during class! Do not use instant messaging during class! If this is unacceptable do not come to class.

3.3 Movements Into and Out of Class

Students should not come and go from the classroom during the lecture. This interrupts the flow of class material, distracting both the students and the professor. Please be courteous by arriving to class on time and refrain from leaving the room until the class is dismissed.

3.4 Food and Drink in the Classroom

The Dean has explicitly requested that we enforce the prohibition of food and drink in the classrooms. Please do not bring food or drink into class.

4 Course Objectives

The major objectives of this course are:

1. To introduce students to the use of statistics and mathematics as business tools in the face of incomplete knowledge. Emphasis will be placed on how information from a sample may be used to describe a population or to make inferences about a population.
2. To familiarize the students on how to use estimation and hypothesis testing to make inferences about means, proportions, and variances. The concepts will be introduced using the traditional one- and two-sample techniques.
3. To familiarize the students with Analysis of Variance (ANOVA), specifically the one-factor completely randomized design, the randomized block design, and the two-factor factorial design.
4. To introduce the students to goodness-of-fit analysis.
5. To familiarize the students with the techniques used to investigate the existence of relationships between two variables – correlation analysis and simple linear regression.
6. To introduce the students to multiple linear regression. The strengths of the procedure along with common misinterpretations will be emphasized.

5 Course Evaluation Process

Best three mid-term exam scores (there will be 4 mid-term exams, each exam is potentially worth 100 points)	300pts
Final Exam	100pts
Total available points ^a	<hr/> 400 pts
<hr/> ^a All exams are mandatory. However, I will drop the lowest mid-term exam score. The final exam grade can not be dropped.	

Although the book homework assignments will not be collected, exam problems will strongly resemble the homework problems. It is in each student's best interest to completely understand the homework problems.

There will be 4 exams including the final. Exams will consist of multiple choice questions and problems similar to the assigned homework. The exams will be closed book, however students will be allowed the use of a calculator. Students will be given the entire class period to complete the exam. Each student may drop the single lowest mid-term exam score. Since your lowest examination score will not be used in computing your course grade, **there will be no make-up exams** – a missed exam will be scored as a zero.

Students should understand this policy clearly. There are no make-up exams for whatever reason. If you miss the exam for a court date, illness, doctor's appointment, car accident, death in the family, or any other reason, that exam will be scored as a zero. I will drop the single lowest mid-term exam from the grade calculation.

If you know ahead of time that you will not be able to take a mid-term exam at the scheduled time, come to me and discuss the conflict. I may or may not be able to arrange a time for you to take the exam early. However, under no circumstances will I allow you to take an exam after the scheduled time.

Exam scores will be posted on BlackBoard, but your grade for the course will only be available on SamInfo.

The final exam will be comprehensive. **All students must take the final exam.** There are no make-up final exams. Students must take the final exam at the officially scheduled time.

Letter grades will be assigned as follows:

% of Total Available Points Earned by Student	Grade Assigned
90% +	A
80 – 89 %	B
70 – 79 %	C
60 – 69 %	D
0 – 59 %	F

Example Grade Calculation:

Let’s assume that John Doe has the following mid-term exam grades: 85,80,75,50, and a 90 on the final exam. To calculate John’s grade we first drop the lowest exam score (the 50) and add the points together: $85 + 80 + 75 + 90 = 330$ John earned 330 points out of a potential of 400 points. The percentage of points earned is $\frac{330}{400} \times 100 = 82.5\%$ John would receive a **B** for the course grade.

5.1 Exam Dates

Exam # 1	Monday, July 14
Exam # 2	Monday, July 21
Exam # 3	Monday, July 28
Exam # 4	Tuesday, August 5
Final Exam	Thursday, August 7

Bring your calculator to each quiz and exam.

6 Attendance

Attendance will be recorded for each class meeting. According to university policy “Regular and punctual class attendance is expected of each student at Sam Houston State University.” (See your undergraduate catalog.)

IMPORTANT: While the student is in class he/she is expected to be awake and paying attention. Students should not study for another class while in my class. Students not willing or not able to pay attention and participate in the class discussion should not be in class.

7 Student Absences on Religious Holy Days

Section 51.911(b) of the Texas Education Code requires that an institution of higher education excuse a student from attending classes or other required activities, including examinations, for the observance of a religious holy day, including travel for that purpose. A student who is excused under this subsection may not be penalized for that absence and shall be allowed to take an examination or complete an assignment from which the student is excused within a reasonable time after the absence.

“Religious holy day” means a holy day observed by a religion whose places of worship are exempt from property taxation under Section 11.20, United States Tax Code.

8 Disabled Student Policy

It is the policy of Sam Houston State University that no otherwise qualified disabled individual shall, solely by reason of his/her handicap, be excluded from the participation in, be denied the benefits of, or be subjected to discrimination under any academic or Student Life program or activity. Disabled students may request help with academically related problems stemming from individual disabilities from their instructors, school/department chair, or by contacting the Chair of the Committee for Continuing Assistance for Disabled Students and Director of the Counseling Center, Lee Drain Annex, or by calling (936) 294-1720.

If you have a disability that may adversely affect your work in this class, then I encourage you to register with the SHSU Counseling Center and to talk with me about how I can best help you. All disclosures of disabilities will be kept strictly confidential. NOTE: no accommodation can be made until you register with the Counseling Center.

9 Tips for Success

Over the years I have collected a list of study habits followed by the most successful students.

1. Read the assigned chapter before coming to class.
2. Pay attention to the lecture. Concentrate on staying tuned into the class discussion.
3. Ask questions when you don't understand.
4. Review lecture notes as soon as possible after the lecture.
5. **Work as many sample problems as possible.**
6. Review class notes and worked problems on a regular basis.
7. Create a study schedule and stick to it. Even when there is nothing new to study, stick to your schedule and review old material.
8. Read the chapter as many times as it takes for you to understand and remember it. (once lightly – once for understanding – once for review)
9. Discuss the material with other students. Try to help others who are having difficulty understanding.
10. Don't fall behind. Don't wait until the last minute. Do it now!

10 Course Outline

Date	Lesson	Book Sections
Tuesday, July 08, 2008	1	6.1–6.6, Probability Distributions
Wednesday, July 09, 2008	2	7.1–7.3, Confidence Intervals
Thursday, July 10, 2008	3	7.4, 8.1–8.2, Significance Tests About Hypotheses
Friday, July 11, 2008	4	8.3–8.6
Monday, July 14, 2008	Exam # 1	
Tuesday, July 15, 2008	5	9.1–9.2, Comparing Two Groups
Wednesday, July 16, 2008	6	9.3–9.5, 10.1
Thursday, July 17, 2008	7	10.2–10.4 Association Between Categorical Variables
Friday, July 18, 2008	8	10.5
Monday, July 21, 2008	Exam # 2	
Tuesday, July 22, 2008	9	11.1–11.3, Regression Analysis
Wednesday, July 23, 2008	10	11.4–11.5, 12.1
Thursday, July 24, 2008	11	12.2–12.6, Multiple Regression
Friday, July 25, 2008		No Class
Monday, July 28, 2008	Exam # 3	
Tuesday, July 29, 2008	12	13.1, ANOVA
Wednesday, July 30, 2008	13	13.2–13.3
Thursday, July 31, 2008	14	14.1, Nonparametric Statistics
Friday, August 01, 2008		No Class
Monday, August 04, 2008	15	14.2
Tuesday, August 05, 2008	Exam # 4	
Wednesday, August 06, 2008	Review	
Thursday, August 07, 2008	Final Exam	

FOR EACH OF THE BOOK SECTIONS LISTED ABOVE, YOU SHOULD WORK THE ODD NUMBERED EXERCISES FOR HOMEWORK.