

<b>Course</b>	<i>BUSN5760 – Business Statistics</i>	
<b>Term</b>	Fall 2, 2009 5:30 pm – 9:30 pm Monday evenings, Ocala Campus	
<b>Instructor</b>	Name: Bill Noffsinger Phone: 352-316-2557 (cell) 352-322-7046 (home) Email: <a href="mailto:wmnoff@webster.edu">wmnoff@webster.edu</a> or <a href="mailto:bnoffsi@ufl.edu">bnoffsi@ufl.edu</a>	
<b>Catalog Description</b>	The student examines the application of statistical analysis, hypothesis testing, and regression analysis in business decision making. The course should focus on the utilization of statistical methods as applied to business problems and operations.	
<b>Prerequisites</b>	Students should have basic mathematic skills, and have an open-minded approach to learning ways to interpret business and economic data through statistical analyses.	
<b>Course Level Learning Outcomes</b>	<b>Outcome</b>	<b>Expectation</b>
	1. Students understand the basics of data collection and random sampling.	Students can describe basic statistics concepts and apply proper sampling methods.
	2. Students understand basic calculations of descriptive statistics.	Students can compute basic descriptive statistics.
	3. Students understand the basic properties of the normal distribution and sampling distributions in general.	Student can describe a normal distribution and apply the concepts of the normal distribution to sampling distributions.
	4. Students understand confidence intervals.	Students can construct confidence intervals for both numerical and categorical data, and can apply to a real-world business scenario.
	5. Students understand hypothesis testing.	Students can use numerical or categorical data to assess the validity of statements made in a business setting.
	6. Students understand regression analysis.	Students can perform simple and multiple regression analysis.
	7. Students understand the expected wealth hypothesis.	Students can determine expected wealth in an uncertain business climate.
	8. Students understand the concept of forecasting.	Students can apply various advanced forecasting techniques.
<b>Materials</b>	Required text: Levine, Stephan, Krehbiel & Berenson. <u>Statistics for Managers – Using Excel</u> . 5 <sup>th</sup> edition. Prentice-Hall. ISBN 0-13614990-1. Regular access to a computer is required.	

<b>Grading Proportions and Scale</b>	<table border="0" style="width: 100%;"> <tr> <td style="width: 50%;">Excel Assignment Sets (Quizzes) (4)</td> <td style="width: 10%;">50%</td> <td style="width: 20%;">Final Project</td> <td style="width: 10%;">30%</td> </tr> <tr> <td>Weekly Online Discussion Participation</td> <td>20%</td> <td></td> <td></td> </tr> </table> <table border="0"> <tr><td>A</td><td>96-100</td></tr> <tr><td>A-</td><td>90-95</td></tr> <tr><td>B+</td><td>87-89</td></tr> <tr><td>B</td><td>84-86</td></tr> <tr><td>B-</td><td>80-83</td></tr> <tr><td>C</td><td>70-79</td></tr> <tr><td>F</td><td>&lt; 70</td></tr> </table>	Excel Assignment Sets (Quizzes) (4)	50%	Final Project	30%	Weekly Online Discussion Participation	20%			A	96-100	A-	90-95	B+	87-89	B	84-86	B-	80-83	C	70-79	F	< 70
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<b>Activities</b>	<p>Class activities will focus upon: (1) demonstrating the essentials of measurement, basic probability theory and distributions; (2) reviewing methods for statistical tests (such as: z &amp; t tests; ANOVA; regression analysis; quality control; Chi-square; and others) in the analysis of business and economic data; (3) developing, reporting upon, and presenting a basic business-related statistical analysis; (4) learning to identify some uses and abuses of statistical methods and applying statistical reasoning to critical analysis and decision making.</p>																						
<b>Policy Statements: University Policies</b>	<p>University policies are provided in the current course catalog and course schedules. They are also available on the university website. This class is governed by the university's published policies. The following policies are of particular interest:</p> <p><b>Academic Honesty</b>  The university is committed to high standards of academic honesty. Students will be held responsible for violations of these standards. Please refer to the university's academic honesty policies for a definition of academic dishonesty and potential disciplinary actions associated with it.</p> <p><b>Drops and Withdrawals</b>  Please be aware that, should you choose to drop or withdraw from this course, the date on which you notify the university of your decision will determine the amount of tuition refund you receive. Please refer to the university policies on drops and withdrawals (published elsewhere) to find out what the deadlines are for dropping a course with a full refund and for withdrawing from a course with a partial refund.</p> <p><b>Special Services</b>  If you have registered as a student with a documented disability and are entitled to classroom or testing accommodations, please inform the instructor at the beginning of the course of the accommodations you will require in this class so that these can be provided.</p> <p><b>Disturbances</b>  Since every student is entitled to full participation in class without interruption, disruption of class by inconsiderate behavior is not acceptable. Students are expected to treat the instructor and other students with dignity and respect,</p>																						

	<p>especially in cases where a diversity of opinion arises. Students who engage in disruptive behavior are subject to disciplinary action, including removal from the course.</p> <p><b>Student Assignments Retained</b>  From time to time, student assignments or projects will be retained by The Department for the purpose of academic assessment. In every case, should the assignment or project be shared outside the academic Department, the student's name and all identifying information about that student will be redacted from the assignment or project.</p> <p><b>Contact Hours for this Course</b>  <b>It is essential that all classes meet for the full instructional time as scheduled. A class cannot be shortened in length. If a class session is cancelled for any reason, it must be rescheduled.</b></p>
<b>Course Policies</b>	Regular attendance and participation, completion of quizzes and homework, preparation and presentation of class project.
<b>Weekly Class Schedule</b>	<p><b>Schedule of Class Meetings / Assignments: <i>Italicized items – prepare prior to class; items in normal font – covered in class. Some sections in the text will be omitted.</i></b></p> <p><u><b>Week 1</b></u>    <i>Read selected sections of chapters 1, 2, 3 Omit 2.2, 3.4</i></p>

	<p><b><u>Week 6</u></b>    <i>Read selected sections of chapters 12, 13, 14 <u>Omit 15 (all), 12.4, 13.7, 14.6</u></i>  <b>11/23/09</b>    <i>Complete Quiz #2</i>  Class activities:  a) Discuss chapters 12, 13, 14 do class examples and Excel  b) <u>Assign Quiz #3</u> (chapters 12, 13, 14 – take home  c) Submit Quiz #2</p> <p><b><u>Week 7</u></b>    <i>Read selected sections of chapters 16, 17 <u>Omit 16.5 – 16.7, 17.3 – 17.4</u></i>  <b>11/30/09</b>    <i>Complete Quiz #3</i>  Class activities:  a) <u>Collect Quiz #3</u>  b) Discuss chapters 16, 17 do class examples and Excel  c) Discuss projects / presentations as needed</p> <p><b><u>Week 8</u></b>    <i>Read selected sections of chapter 18 <u>Omit 18.5 – 18.7</u></i>  <b>12/07/09</b>    <i>Class Activities:</i>  a) Discuss chapter 18, do class examples and Excel  b) <u>Assign Quiz #4</u> (chapters 16, 17, 18 – take home)  c) Discuss projects / presentations as needed</p> <p><b><u>Week 9</u></b>    <i>Prepare project report and PowerPoint presentation</i>  <b>12/14/09</b>    <i>Class Activities:</i>  a) <u>Collect Quiz #4</u>  b) Class presentations  c) Submit written copy of final report, do presentation</p>
<p><b>Additional Information</b></p>	<p><b>Course Requirements:</b></p> <p><b><u>Course Attendance:</u></b>  The University reserves the right to drop students who do not attend class the first two weeks of the term/semester. Students are expected to attend all class sessions of every course. In the case of unavoidable absence, the student must contact the instructor. The student is subject to appropriate academic penalty for incomplete or unacceptable makeup work, or for excessive or unexcused absences.</p> <p><b><u>Conduct:</u></b>  Students enrolling in a degree program at Webster University assume the obligation of conducting themselves in a manner compatible with the University’s function as an education institution. Misconduct for which students are subject to discipline may be divided into the following categories:</p> <ol style="list-style-type: none"> <li>1. All forms of dishonesty, cheating, plagiarism, or knowingly furnishing false information to the University.</li> <li>2. Obstruction or disruption of teaching, research, administration, disciplinary procedures, or other University activities or of other authorized activities on University premises.</li> </ol>

3. Classroom disruption. Behavior occurring within the academic arena, including but not limited to classroom disruption or obstruction of teaching, is within the jurisdiction of Academic Affairs. In case of alleged campus and/or classroom disruption or obstruction, a faculty member and/or administrator may take immediate action to restore order and/or to prevent further disruption (e.g. removal of student[s] from class or other setting). Faculty members have original jurisdiction to address the immediacy of a situation, as they deem appropriate. When necessary and appropriate, Public Safety and/or the local [or military] police may be contacted to assist with restoring peace and order. Faculty response is forwarded to the academic dean (or his or her designee) for review and, if necessary, further action. Further action might include permanent removal from the course. Repeated offenses could lead to removal from the program and/or the University.
4. Theft of or damage to property of the University. Students who cheat or plagiarize may receive a failing grade for the course in which the cheating or plagiarism took place.

Students who engage in any of the above misconducts may be subject to dismissal from the University on careful consideration by the executive vice president of the University or his designee. To the extent that penalties for any of these misconducts (e.g. theft or destruction of property) are prescribed by law, the University will consider appropriate action under such laws.

Students are subject to the Student Code of Conduct and Judicial Procedure described in the Online Student Handbook.

**Course Contact Hours:**

Unless a course has enrolled fewer than four students, faculty have a contractual obligation to meet the full complement of contact/meeting hours (32 for undergraduate courses; 36 for graduate courses). Not to meet this full complement of hours may be construed as a breach of contract and may also endanger Webster University's accreditation by The Higher Learning Commission, a commission of the North Central Association of Colleges and Schools, and its licensure by the State of Florida. Finally, course meetings which are missed for any reason must be made up.

**Determination of Grades Statement:**

Determination of grades is based on the following criteria:

**Minimum Requirements:**

Products (quizzes, projects, presentations) must be on time, in the correct format, corrected for spelling and grammar, appropriate materials included and referenced to-the-point and on topic and conclusions must be supported. Examinations must be complete, accurate, neat, evidence clear thought, and exhibit concise and to-the-point responses.

Behavior in class discussions and group activities should be responsible, should exhibit open communication, be constructive, and helpful.

**Mastery Level (Grade of “B”): Professional Achievement**

Products must meet the requirements stated above for minimum requirements and additionally meet professional criteria. For example, documentation should be included to support research papers, the APA format should be used consistently throughout the paper, and substantially more than the minimum number of references should be included. Presentations should be logical, organized, and comprehensive.

Examinations should be organized, in depth, comprehensive, logical and complete, and evidence thorough understanding of the subject /topic through application of principles.

Classroom behavior should exhibit very focused activity and thought on the subject at hand, be motivated, and assist in discovery of new insights and relationships concerning the subject/topic of discussion.

**Mastery Level Plus (Grade of “A”): Creative Achievement**

Products must meet all requirements stated above and additionally meet creative criteria. These criteria include unique topic or subject selection, synthesis of ideas, evaluation of subject matter and positions found in the literature, be creative in approach, establish new relationships with ideas and provide new insights.

Examination responses indicate insightfulness of understanding, a synthesis of information and unique ideas, and rationale for application of principles following careful analysis.

Classroom behavior should exhibit very focused activity and thought on the subject at hand, be motivated, and assist in discovery of new insights and relationships concerning the subject/topic of discussion.

The grade of “A” represents the best work of students, accomplished in a unique and professional manner.

**Note:**

To achieve the objectives of this course, this syllabus may be revised at the discretion of the instructor without prior notification or consent of the student.

For Webster University policies and procedures, please refer to the Catalog and Student Handbook.

Reviewed by: Nicki Nance

Job Title: Faculty Coordinator

Date: 9/2/09