

Sul Ross State University
Department of Business Administration

Quantitative Systems in Business

GBA 3352
Fall 2016
Section 1: W01

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TBA

Course Description:

Study of quantitative systems in business with emphasis on statistics. Topics include data analysis and interpretation; sampling; measurement; estimation & confidence intervals; hypothesis testing; probability concepts; non-parametric approaches and other topics. This course places greater emphasis as to what a manager needs to know about statistical interpretation and less emphasis on the derivation of various statistical formulations. Course is developed around online assignments; homework; and examinations.

Prerequisite(s):

Junior standing or Instructor Permission

Course Material(s): *Must sign up for Connect – You will be furnished an E-Book of the text noted below - So, do not buy the book in hardbound form unless... !!* Lind, et al; Statistical Techniques in Business & Economics 16th ed.; McGraw-Hill ISBN: 978-0-07-802052-0

Program Learning Objectives:

- PLO 1 Analyze and solve business problems across major business functions, using fundamental business principles and strategies
- PLO 2 Communicate business information through written, oral and other delivery processes
- PLO 3 Identify and discuss the impact of ethical and social responsibility issues in business
- PLO 4 Identify and describe the major components of the external business environment

Course Objectives:

An understanding of pertinent areas of quantitative systems in business, their function, objectives, and interrelationships

An appreciation of the complex and dynamic nature of the application and/or misapplication of various statistical approaches

An appreciation for making improved decisions by appropriate usage and analysis of data and information (both quantitative and qualitative)

Development of a solid foundation in statistical terminology as would be required in business and used commonly in industry

Appreciation of how an understanding of quantitative techniques permeates all functional area in the firm

In sum, a theoretical yet practical working knowledge of quantitative systems in business as an aid in further study and career pursuits

Course Grades:

Grades in this course will be determined on a percentage/points basis. Percentages and (points) for course requirements follow:

Engagement/Responsiveness	10%	(100)
Other As Assigned	10%	(100)
Reading	20%	(200)
Homework - Other	40%	(400)
Exam #1	10%	(100)
Exam #2	10%	(100)
TOTAL	100%	(1000)

Grades in the course will be assigned as follows:

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

Engagement/Responsiveness:

The purpose of this graded course component is solely a function of the fact that this is an online course. As such, it is critically important that you are “engaged!” That is – that you are active in the course; responsive in submitting work; timely in responding to various requests I may have and so forth. This is intentionally a small percentage but an important component nonetheless. In short, I want to try and ensure that each of you is “on top” of course components and that the course takes on a high priority in your life for the next (however many) weeks!

Other As assigned:

On some chapters, I will assign video lectures or extra material and so forth. This will be intended to assist with your learning in the course but you will be required to complete it. Details on how that will be accomplished will be explained as assignments are provided. As well, we may even have an online session via "Go-To-Training" (training). This will help clarify various course components and help us create a more dynamic component to the course. For any such the sessions, if you have a bona-fide reason for non-attendance, I will award partial credit. And, note that even if you do miss the session, the remaining course grades still enable you to do well in the course. I will try and schedule this where it works for most everyone's schedule. Voluntary as this is an asynchronous course.

Reading:

In most classes, reading is taken as a “given.” You are expected to read the material assigned and that’s it – pure and simple. In this course, reading (not just “skimming” but really reading) for knowledge and understanding are being rewarded. But, accompanying this will be a few questions you will be required to answer which will enable me to verify that you have read the material. In statistics, there are many new concepts. Some are relatively straight forward and easy to understand. Others require more in-depth thought and effort to really understand. So again, in this class, the actual process of reading the material will be rewarded. Of course, the reverse is also true – that is, if you do not read, your grade will reflect that and in a negative way! Also, the reading assignment, at times, is relatively heavy. Remember what this experience (college) is all about in terms of individual initiative, etc. **See note on LearnSmart below.**

Homework - Other:

Closely related to the reading component above is homework which will sometimes be coupled with various other assignments. The objective with all of this is to encourage you to stay up with and on top of the course material. In a class such as quantitative systems, if you fall behind (especially early) you will find it more and more difficult to catch up. So, these are not the proverbial hoops I am requesting you jump through but rather devise which I believe will help you stay up and do well in this course. These type things are critically important in an online course as you do not have the “face time” you would have in a more traditional type course. Most, if not all of the homework and assignments will be made through “Connect” but will eventually be transferred to BB.

Connect Electronic Homework: It is your responsibility to work on LearnSmart and Connect Chapter Homework assignments regularly, and not the last few hours before deadlines. I give few (if any) extensions for personal or technical issues. Deadlines are 11:59PM on the dates listed in the Course Schedule in this syllabus and also on the Connect website.

- **CONNECT LearnSmart (LS) Assignments:** LearnSmart consists of adaptive assessments that measure and monitor your knowledge levels so content can be personalized to your specific learning needs. LearnSmart is integrated with a SmartBook that guides you through the content of each chapter. LearnSmart questions focus on conceptual understanding, which is very important to success in this course. Each LearnSmart assignment is worth 10 pts. Full credit is assigned if you complete the assignment 100%. (When you miss questions, the system will eventually give you the same or similar question again.)
- **CONNECT Online Homework (HW):** There will be for most chapters we cover. The chapter questions also serve as a learning tool. The questions have hints and feedback, and you are allowed unlimited attempts for each assignment. Connect will record the scores for all your attempts started, however I will download and count only the highest score for each assignment.

Exams:

The tentative format for both exams in this course will be objective type questions. These may include both multiple choice and true/false questions. The first exam will cover some of the material in the first part of the course and the second exam will cover material in the last part. The second exam will not be comprehensive but if you don't know material from the early chapters, you will be at a disadvantage on the second exam. Both exams will be administered online – either through BB or CONNECT. ***Note: no make-up exam will be given under any circumstance.***

A Final Point:

This syllabus represents the plan of action for the course. It is, in many respects, a contract between us. Should you lose this document or not understand any part of it, please let me know immediately and I will help you fix the problem. Make sure to modify the schedule contained in this syllabus as necessary.

Students with Disabilities

Qualified students with disabilities needing academic or other accommodations to ensure full participation in the programs, services and activities at Sul Ross State University should contact the Office of Student Support Services, Ferguson Hall Room 112, Box C-117, Alpine, Texas 79832 (915) 837-8203.

Tentative Course Outline

Week	Topic	Assignment*
Aug. 22	Introduction	
29	What is Statistics	Ch. 1
Sept. 05	Describing Data Monday - Labor Day Holiday	Ch. 2
12	Describing Data – Numerical Measures	Ch. 3
19	Cont.	Ch. 4
26	Probability Concepts	Ch. 5-7
Oct. 03	Probability (cont.)	Ch. 5-7
10	Exam #1	
17	Sampling	Ch. 8
24	Estimation & Confidence Intervals	Ch. 9
31	Hypothesis Testing & Correlation	Ch. 10 & 13
Nov. 07**	Non-Parametric Methods	Ch. 15
14	Index Numbers	Ch. 17
21	Cont. Thanksgiving Holidays 23-25	
28	Time Series & Forecasting Wrap – up & review	Ch. 18
Dec. 05	Final Exam – TBA	

* Assignments should be completed close to the day they are assigned

** November - 11th - Last day to withdraw from university or drop with a "W"

Note: Not all chapters in the text are covered – but the ones that are covered are very important and I want to see everyone really devote time and effort on this material. I eliminated several chapters to make the course manageable but you need to do your share as well!!