Course Syllabus  
MSCM 2710  
Fall 2017  
3.0 Credit Hours

(Last updated: 8/22/2017)

Instructor:  Mike Racer, PhD

Phone1:  901.678.3285  
Phone2:  901.340-8560  
E-mail:  mracer@memphis.edu  
Office:  FCBE #334

Office Hours:  As this is a fully online class, the standard means for communicating with the instructor is via course email throughout the semester. However, phone calls can be scheduled on Monday, Wednesday, from 10:00-11:30 PM (Central Time). And by appointment

Course Overview:
This is a general introductory business course in which you will learn the fundamentals of leadership, management, bookkeeping, sales, and marketing.

Pre-Requisites/Co-Requisites:
There are no course pre-requisites to enrolling in this course. However, the student should have a good grasp of basic mathematics and applied writing skills. In general, it is assumed that all students who are registering for Fogelman College classes have successfully completed any pre-requisites or are enrolled currently in any co-requisites associated with this course.

Required Texts (and Related Materials):

Location of Course Materials:
This is a fully online course and all course materials (lectures, discussion topics, news, etc.) are located on the
https://umdrive.memphis.edu/xythoswfs/webview/fileManager.action?x=y&XY_performTicketSessionBypass=true&XY_performTicketSessionBypass=true&XY_performTicketSessionBypass=true&shareLogin=false&stk=92BC0C3ACE1543D.

Course Objectives:
1. Business Statistics I is an introduction to the basic statistical procedures necessary for collection, summarization, analysis, and interpretation of business and economics data.
2. Topics include into two classes of statistical methods: descriptive and inferential.
3. The course provides coverage of topics including collection and presentation of data, measures of central tendency and variability, probability theory, sampling distributions, estimation of parameters, hypothesis testing, and experimental design and analysis of variance.
4. Emphasis on decision making technology is made by extensive use of MS Excel in developing decision-aids to facilitate decision making process for a variety of important and real-world managerial problems.

Fogelman College: Learning Outcomes for Your Degree
This course is designed to help you to meet the overall learning objectives for the BBA degree offered by the Fogelman College. You should take the time to become familiar with the overall learning objectives as a student in the BBA program:


**ISDS 2710**  
Syllabus – Fall 2017

Time: 12:40 – 2:05 MW  
Office Hours: By Appointment  
Instructor: Dr. Mike Racer  
Office: BB 334  
E-mail: mracer@memphis.edu  
Website: http://umdrive.memphis.edu/mracer/public/2710

At bookstore
COURSE DESCRIPTION:

Business Statistics I is an introduction to the basic statistical procedures necessary for collection, summarization, analysis, and interpretation of business and economics data. Topics include into two classes of statistical methods: descriptive and inferential. The course provides coverage of topics including collection and presentation of data, measures of central tendency and variability, probability theory, sampling distributions, estimation of parameters, hypothesis testing, and experimental design and analysis of variance. Emphasis on decision making technology is made by extensive use of MS Excel in developing decision-aids to facilitate decision making process for a variety of important and real-world managerial problems.

SCHEDULE

<table>
<thead>
<tr>
<th>Date</th>
<th>Chapter/Topic</th>
<th>Notes</th>
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<tbody>
<tr>
<td>8/28</td>
<td>Chapter 1 – overview</td>
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<tr>
<td>/30</td>
<td>Chapter 2 – graphics</td>
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<td>9/4</td>
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<td>Labor Day</td>
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<td>/6</td>
<td>Chapter 3 - numerical measures</td>
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<td>9/11</td>
<td>Chapter 4 – probability</td>
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<td>10/18</td>
<td>Chapter 7 – sampling</td>
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<td>10/23</td>
<td>Chapter 8 – confidence intervals</td>
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<td>11/15</td>
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<td>11/20</td>
<td>Chapter 10 – inferences</td>
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<td>12/4</td>
<td>Review</td>
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**THIS SEMESTER**
This semester, I’d like to focus on the concepts of social media. Many of the examples given in class will focus on this area.

**FOR YOUR BENEFIT**

*Homework Assignments:*
- As assigned. During the course of the semester, various problems will be assigned. These will include problems from the text as well as others that might be assigned, based on class discussion.

**GRADED WORK:**

*Quizzes:*
- There will be weekly quizzes.
- These will be short, 15-20 minutes, roughly once a week.

*Final Notebook:*
- A set of applications, demonstrating your knowledge of statistics
- See Course Orientation PPT for details

*In-class problems:*
- During many classes, students will be required to create an application of some concept to a scenario given in class. The student will describe a problem, as well as identify the reason why such information might be important. These will be turned in after 5-10 minutes.

*Daily Feedback:*
- Once a week, each student will submit a feedback email. Consider this a writing assignment. We will discuss is the first day class.

*Group Assignments:*
- These are intended to reinforce the topics presented during the week and/or develop critical thinking skills.

*Projects:*
- The best way to learn statistics is by doing. At various points throughout the semester, you’ll be required to get out and do some work. This may, for instance, involve a visit to a fast-food restaurant, collecting data.

**PARTICIPATION & ATTENDANCE**

Class attendance and participation are expected. The technical nature and organization of the course require your maximum participation in class discussions and activities. Active participation of students in all class discussions are expected and encouraged by the above grading method. Topics may be presented that are not within the textbook. A substantial portion of this class is intended to foster learning through discussion.
Participation can add to your course grade by positive participation in class; or it can be a negative impact on your grade, if your in-class actions are disruptive.

**ACCOMMODATIONS**

Note: Reasonable and appropriate accommodations will be provided to students with disabilities who present a memo from Student Disability Services (SDS). Students who request disability accommodations without a memo must first go to SDS.

**ACADEMIC INTEGRITY**

All students are expected to submit work that is their own. While the course does include some group assignment, quizzes, the final, and all projects are to be entirely done by the individual. Dishonesty will not be tolerated. Students who submit work that is not their own will fail the course.

**GRADING**

- Quizzes 12%
- Final Notebook 25%
- In-class assignments 13%
- Feedback 5%
- Groups 20%
- Final 10%
- Participation 5%
- Projects 10%

**EXTRA CREDIT**

Extra credit will likely be available. However, it will only be available for those that have made an effort, and have submitted other assignments regularly. Don’t expect to use extra credit instead of participating.

**Grading and Evaluation Criteria**

Over the semester, you will have a variety of opportunities to earn points towards your final (overall) letter grade in this course. This section of the syllabus describes the assessed work you will be doing and how overall (final) letter grades will be computed.

**Final Course Grades**

Final course grades are earned according to the following table:

<table>
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<tr>
<th>Point Range</th>
<th>Assigned Grade</th>
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<tbody>
<tr>
<td>92-100 Points</td>
<td>A</td>
</tr>
<tr>
<td>84-91 Points</td>
<td>B</td>
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</tbody>
</table>
Your overall grade for the semester is based on how well you perform on a mixture of formal activities including discussions, quizzes and projects. A detailed description of each of the assessed activities can be found after the scoring summary table below.

EXTRA CREDIT

Extra credit will likely be available. However, it will only be available for those that have made an effort, and have submitted other assignments regularly. Don’t expect to use extra credit instead of participating, or attending Fridays, etc.

One form of extra credit will be linked up with the University’s Memphis Reads program (http://memphisreads.memphis.edu). There are several activities planned throughout the semester, and I’ll keep you informed.

Final Exam Schedule

The final exam for this class will be scheduled according to the Registrar’s academic calendar website.

Course Policies

E-MAIL:

All students are required to maintain and access their University of Memphis (@memphis.edu) email account. You will receive all official course correspondence at this email account. Any inability to receive incoming mail in a timely fashion (e.g., not regularly checking your email, having a “full mailbox” condition, etc.) is the student’s responsibility.

Attendance:

Thus, formal attendance will not be taken. However, you are expected to stay active and engaged throughout the academic term and keep up with the schedule of activities. Your full engagement in the class begins on the first day of the semester and should be maintained until the last assignment is submitted. For students receiving federal student loans, any lack of engagement in the course may be treated as non-attendance and potentially impact access to student loans in the future.

Due dates and deadlines have been established for each graded assignment. In this course, deadlines are taken very seriously. Please do not wait until the last day to submit assignments or to take quizzes and exams. If an emergency should arise, it is the student’s responsibility to contact the instructor prior to the deadline to discuss the
matter. A deadline extension will be considered only if all of the following conditions are met:
(1) Extreme emergency and (2) Instructor contacted prior to the due date.

**Inclement Weather:**

In the event that inclement weather requires the cancellation of classes at The University of Memphis, local radio and television media will be immediately notified. Additionally, The University of Memphis has established an Inclement Weather Hotline at 678-0888 as well as TigerText, an emergency alert text messaging service to students, faculty and staff. This optional service is used in the event of an on-campus emergency, an unscheduled university closing, or a delay or cancellation of classes due to, for instance, inclement weather. Click Here for information on TigerText.

**Syllabus Changes:**

The instructor reserves the right to make changes as necessary to this syllabus. If changes are necessitated during the term of the course, the instructor will immediately notify students of such changes both by individual email communication and posting both notification and nature of change(s) on the course bulletin board.

**Student Services**

Please access the FCBE Student Services page for information about:

- Students with Disabilities
- Tutoring and other Academic Assistance
- Advising Services for Fogelman Students
- Technical Assistance