SCMS 2710 (online - 7 week)

Business Statistics

Dr. Michael J. Cervetti – Off: FEC Room 158
Cell: (901)834-2050 Off: (901)834-2050 Hm: (901)834-2050
Email: mcervtti@memphis.edu
Off. Hours: TT – 8:30 to 9:30 and 11:15 to 12:15 or by appointment
Please call my cell in advance to make sure that I am not in a meeting or to make an appointment during non-office hours.

Recommended Books

The recommended books for the course are: Levine “Statistics for Managers Using Microsoft Excel”, ed5, ed6, ed7 or ed8. The podcasts were made from the Levine edition 5. The homework problems listed in the syllabus came from the Levine edition 7. Similar homework problems are in each edition. These two books are available on the internet and some nearby off campus bookstores.

Note: I am allowing you to choose your books to save money. I know it is very expensive to attend college. I hope that this will give you an opportunity to buy a less expensive edition of the Levine book on the internet. The test will basically come from the podcasts and PPT’s and will be open book. As more online course information becomes available the syllabus could be updated.

Course Description: Statistical concepts and methodology useful in understanding, assessing, and controlling operations of business statistics. The major objectives are both an understanding of the statistical methods introduced in the course and comprehension of a framework for the application of statistics to business problems and business research activities.

Evaluation: The final grade in the course is determined by three regular semester exams, group projects, and a comprehensive final exam. The exact time of the final exam will be announced. Failure to turn in all computer assignments will result in a drop of one letter grade. The following scale is used:

A = 92 percent of total points possible
B = 82 - 91
C = 72 - 81
Note: As more online course information becomes available the syllabus might be updated.

Discussion Forums & Topics: Go to “discussion” forum in the class website to have group discussions on all the chapters in the book. Each student will be required to “host” 1 or more chapter discussion forums (some chapters are larger than others), depending on the number of students enrolled in the class. I will assign chapters. I will not require the homework to be turned in. However, students must post the homework associated with each chapter in the discussion forum for the chapters that they host. Students hosting each chapter can decide who will post which problems. If there are not enough problems for all of the hosts then students are required to summarize or critique critical concepts of each chapter. Furthermore, the host(s) could discuss or summarize concepts mentioned in the chapter, or, if possible, discuss real life experiences that you might have had with chapter topics either through chance or in the work place.

In addition, all students must complete the case study project. (The case study project, due to be completed at the end of the semester, should be submitted in the “dropbox” of the class website). I will have more on that later.

The chapter discussion forums will include the discussion of homework problems for each chapter. I know that some problems are more difficult than others, but regardless of that, be sure to point to the concepts that each homework problem addresses. Also, students can work together on the more difficult and longer problems. The hosts will be responsible for “mastering” the topics of their respective chapters and posting the homework. In other words, to “host” the discussion chapter simply means the time when that particular student is “in charge”, or “guarding the fort” so to speak. The hosts are the first recourse for other students who might have questions or need help. Host will help with homework and download solutions to homework problems. It’s sort of a “security blanket” for other students, because I will sometimes be teaching other courses and cannot be online at all times. The host will be on the lookout for “lost souls” wandering around the “cyberspace” of our online course for his or her assigned time period. It’s just an idea that I came up with in my first online class and students have expressed positive opinions of it. Hopefully, it’s to assure that all homework solutions and related chapter discussions will be posted for all to see.

So, at the first chance to log in when the semester starts, please go to “elearn.memphis.edu” and find the course (2710-U50) and select it. I have some notes and instructions for all of you at the link. Then click on “Discussion” in the upper right hand corner of the screen and it will take you to a list of all of the discussion forums. I will select the chapters for the hosts. It is a good idea to print this page. This page has critical dates listed.

If you have problems viewing the podcast, then try using the Mozilla Firefox browser. Remember to call tech support (see below) if you need help loading or using Mozilla Firefox. Please read the next section.

Podcast:

You will be assigned a chapter for hosting (see section above on Discussion Forums). Then all of you should start viewing the podcasts. The podcasts are loaded in the website. Just click on
“content”, then “course resources” and the Levine playlists are located there. The first podcast you should view is titled “chapter 1 part a” or “lev1a”.

I know that many of you are still learning about online courses. I think that once you get the basics down it will be a very positive experience for all of you. Again, I am only a phone call or email away.

Technical Support:
Please call UM Technical Support Services at 678-8888 if technical problems arise.

Class participation and attendance: No make-up work is provided for assignments or tests. However, exceptions are made for emergencies. All tests must be completed ON TIME to receive credit. Because of the difficult nature of this material, students are expected to complete all required reading assignments, podcast viewing, and homework problems. The podcasts are labeled according to the book and chapter, i.e. the first podcast of chapter 1 of the Levine book will be labeled “lev1a”.

Content: Various sections of the first 9 chapters and chapter 13 will be covered, including: statistical terms and definitions, graphs, descriptive measures, probability concepts, discrete and continuous probability distributions, statistical inference and sampling, hypothesis testing, confidence intervals, correlation, and simple linear regression. See table of contents in book for full detail of coverage. Also attached to the syllabus are detailed lists of reading and homework assignments.

Note: Reasonable and appropriate accommodations will be provided to students with disabilities who present a memo from Student Disability Services (SDS).

* * * *

Grading

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Hosting and case study project</td>
<td>25%</td>
</tr>
<tr>
<td>Exam I</td>
<td>25%</td>
</tr>
<tr>
<td>Exam II</td>
<td>25%</td>
</tr>
<tr>
<td>Exam III</td>
<td>25%</td>
</tr>
</tbody>
</table>

Fogelman College: Learning Outcomes for Your Degree

The Fogelman College has established the following learning goals for all students successfully completing the BBA degree:
• Graduates will be effective communicators.
• Graduates will demonstrate critical thinking skills.
• Graduates will be knowledgeable about ethical factors in the business environment.
• Graduates will be knowledgeable about the global business environment.
• Graduates will be proficient users of business presentation and analysis technology.
The learning outcomes for this degree program are located on the following URL. Notice that Goals indicate Learning Outcomes for the degree program. The objectives under each learning outcome indicate what must be done to reach the learning outcome. Faculty members in the Fogelman College developed these learning outcomes and periodically assess students to determine the level that the learning outcomes are being met. URL: http://www.fcbeassessment.net/LearningOutcomes/BBADegreeLearningOutcomes.pdf

WARNING: A prerequisite and/or upper division check may be done once the first class roll has been issued. If you do not have the appropriate upper division approval designated on your advisor form and/or prerequisite for this course, you may be administratively dropped. This check will not be completed until after the "add" period. If you do not have the required upper division approval or prerequisites, it is your responsibility to correct the situation during the official "add" period. In this regard, please make sure you contact your advisor and/or student handbook to fully understand the policies regarding drops, incompletes and other university policies that might affect academic progress. Please don’t wait until the last day of class to get problems resolved.

Statistics Scheduled Reading Assignments and Podcasts

The following schedules are strictly tentative. The instructor may adapt the pace and the order of presentation to fit the needs of the class.

The exact dates for the reading schedule can also be found on the elearn.memphis.edu website in the "discussion" and "content" sections. Simply click on each chapter module in the "content" section and a brief discussion of what we will cover in that chapter and the dates for covering that chapter are listed. The instructor may adapt the pace and the order of presentations to fit the needs of the class. These reading and homework assignments are in addition to viewing the online podcasts. Please note that the reading and podcasts assignment numbers may not coincide.

Please note the following for your upcoming tests:

You have at least 24 hours (it’s usually more) to start the open book, multiple-choice test. Once you start the test, you have a 5 hour time limit. You must take the test solo. Remember, there is always the random chance that you will be asked to verify the results of the test under supervision. Start the test any time you want, but make sure that you give yourself enough time to complete the test. In other words don’t wait till there’s only 30 minutes left on the clock! 😊 There is no time limit on any question. I want the test to be as adaptive to your schedule as possible. Online classes should not be as restrictive with schedules as face to face classes

Statistics Scheduled Reading Assignments and Podcasts

Overview of Statistics 1/14 – 1/18
Sec. 1.1, 1.2, 1.3, 1.4, 1.5, 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 2.7
Podcasts: 1a, 2a
Descriptive Statistics 1/18 – 1/22
Sec. 3.1, 3.2, 3.3, 3.4, 3.5, 3.6
Podcasts: 3a-c

Probability 1/23 – 1/26
Sec. 4.1, 4.2, 4.3, 4.4, 4.5  Review for test 1 (Chapters 1-4)
Podcasts: 4a-d

Test 1 1/27 – 1/28

Discrete Distributions 1/29 – 1/30
Sec. 5.1, 5.2, 5.3, 5.4, 5.5
Podcasts: 5a-e

Continuous Distributions 1/31 – 2/3
Sec. 6.1, 6.2, 6.3, 6.4, 6.5
Podcasts: 6a-b

Sampling Distributions 2/4 – 2/6
Sec. 7.1, 7.2, 7.3, 7.4
Podcasts: 7a-b

Estimation 2/7 – 2/10
Sec. 8.1, 8.2, 8.3/, 8.4, 8.5, 8.6, 8.7  Review for test 2 (Chapters 6-8)
Podcasts: 8a-c

Test 2 2/11 – 2/12

One-Sample Hypothesis Tests 2/13 – 2/15
Sec. 9.1, 9.2, 9.3, 9.4, 9.5
Podcasts: 9a-c

Simple Linear Regression 2/16 – 2/25
Sec. 13.1, 13.2, 13.3, 13.4, 13.5, and 13.6
Podcasts: 13a-e

Review for test 3 (Chapters 9 and 13)

Case study due: 2/28

Test 3 2/28 – 3/1

Business Statistics Homework Assignments

Homework Chapter 1: 1, 5, 7, 9, 27

Homework Chapter 2: 1, 2, 6, 15, 22, 44
Homework Chapter 3:  1, 9, 16, 27, 38, 44
Homework Chapter 4:  1, 2, 5, 11, 21
Homework Chapter 5:  1, 7, 18, 22, 28, 32
Homework Chapter 6:  1, 4, 8, 23, 28
Homework Chapter 7:  1, 2, 4, 9, 12
Homework Chapter 8:  2, 11, 12, 15, 26, 34, 38
Homework Chapter 9:  1, 3, 9, 14, 18, 22, 24, 26, 36, 38, 39, 46
Homework Chapter 13:  1, 4, 11, 13, 16, 32, 39, 42