Course Number: BANA 3363   Online

Course Title: Intermediate Business Analysis

Prerequisite: BANA 2372

Professor: Natalie Hegwood, Ph.D.

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Office Hours: (These are for my face-to-face classes but online students may attend as well. Otherwise, questions should be addressed through email.)

Monday:	9:00 – 11:00, & 12:30 – 2:00 (Huntsville)
Tuesday:	1:00 – 2:00 (TWC)
Wednesday:	9:00 – 11:00, & 12:30 – 2:00 (Huntsville)
Thursday:	1:00 – 2:00, & 5:00 – 6:00 (TWC)

Required Texts:
Statistics for Management and Economics 10th edition by Gerald Keller. The 9th edition is also acceptable. The 11th edition was just published. It can be used, but I recommend getting a less expensive copy of the 9th or 10th edition.

Course Description:
Continuation of BANA 2372. This course is designed to introduce students to the use of statistics as a business tool in the face of incomplete knowledge. Topics include estimation, hypothesis testing, analysis of variance, goodness-of-fit measures, correlation, simple and multiple regression, and sample design.

Course Objectives:
After completing this course, the student will have learned to:
- Employ a variety of statistical techniques to analyze data.
- Calculate and interpret the most commonly reported statistics.

Course Structure:

The lectures videos will emphasize concepts, motivation, interpretation, present vocabulary, and explain examples of procedures. Statistical formulas will be provided and discussed on a heuristic basis. Mathematical derivations of the formulas will not be presented.

Units:

The course is divided into 5 units. The first unit (unit 0) is review from BANA 2372. It contains lecture videos, textbook reading assignments, non-graded practice problems from the textbook, and 2 quizzes. Units 1 - 4 each contain all elements listed for unit 0, plus a unit exam.

Exams:

There will be four unit exams and a comprehensive optional final exam. Each exam may consist of a combination of multiple choice, true / false, numeric problems, and short answer questions. Most complicated formulas will be provided and need not be memorized. Exams will be closed book (you may have a few sheets of blank paper to use as scratch paper). Outside assistance in any form will be considered cheating. Exams will make use of the online proctoring service, ProctorFree. To accommodate this, the student is required to have a webcam, microphone (generally included in the webcam), and Firefox 13+ web browser (other web browsers do not always work reliably with Blackboard and ProctorFree.) Each exam (including the final exam) will be available on Blackboard for a 3-day period Monday 12:01 A.M. – Wednesday 11:59 p.m.. The final exam may be used to replace the lowest midterm grade. If the final exam is the lowest grade, it will not count. If a student does not take the final exam, it will not count. Make-up exams will **not** be given without written documentation of a medical or other type of emergency provided within 24 hours of the end of the exam period. If you encounter any technical problems with submitting an exam (or quiz), please contact the SHSU Online Support Desk at 936-294-2780, or blackboard@shsu.edu .

Quizzes:

There will be 10 quizzes, each worth 10 points. Quizzes will be open book/notes. However, they are timed so that you will generally not have time to look up answers that you do not know. The open notes aspect is there to allow you to confirm information that you already know, but want to double check, by referring to a well-organized notes sheet. Most quizzes will be available on Blackboard for a 7 - day period, during which time the student may attempt the quiz up to 3 times. The highest grade of these attempts will be the grade that is counted. One reason for allowing 3 attempts is to allow the student to become familiar with the types of questions being asked and to learn how to study for them. Exams (which are not open-notes) will have these same types of questions plus 1 or 2 full work out problems similar to the textbook homework (practice problems). There are no make-ups on quizzes. Aside from the student's own notes (and

textbook and printed materials), no outside assistance in the form of personal or online help is allowed.

Course Grade:

The letter grade for the course is based on total points earned out of a maximum of 500 points (the sum of 10 quizzes and 4 exams).

450 - 500	A
400 - 449	B
350 - 399	C
300 - 349	D
0 - 299	F

There will be no additional curving of grades.

Practice Problems:

This is a procedure-oriented mathematical course. The only way to become proficient in these procedures is to practice them by working the practice problems that are assigned. Many successful students work all of the practice problems multiple times. Fully worked out answer keys will be provided for almost all of the practice problems. Studying the answer keys in lieu of working the problems will not prepare the student to take the exams. Working the problems a single time while looking at the answer key will not prepare the student to take the exams. In order to be prepared for an exam a student must have been able to work all of the practice problems without the aid of the answer key, and have their answer match the answer key when they check their answer after they are finished. In addition to working the practice problems, studying the conceptual aspects (terms, symbols, etc.) of the videos / PowerPoint slides is essential as many of the quiz and exam questions are conceptual in nature.

Tentative Course Outline: See separate semester specific document

Electronic devices policy:

The use by students of electronic devices that perform the function of a telephone or text messager during class-time may be prohibited if deemed disruptive by the instructor to the conduct of the class. Arrangements for handling potential emergency situations may be granted at the discretion of the instructor. Failure to comply with the instructor's policy could result in expulsion from the classroom or with multiple offenses, failure of the course. Any use of a telephone or text messager or any device that performs these functions during an exam period is prohibited. These devices should not be present during an exam or should be stored securely in such a way that they cannot be seen or used by the student. Even the visible presence of such a device during the exam period will result in a zero for that test. Use of these devices during an exam is considered de facto evidence of cheating and could result in a charge of academic

dishonesty. The use of headphones or earbuds, even if not attached to a device, is prohibited during exams.

STUDENT ABSENCES ON RELIGIOUS HOLY DAYS POLICY

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 whose absence 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.

University policy 861001 provides the procedures to be followed by the student and instructor. A student desiring to absent himself/herself from a scheduled class in order to observe (a) religious holy day(s) shall present to each instructor involved a written statement concerning the religious holy day(s). This request must be made in the first fifteen days of the semester or the first seven days of a summer session in which the absence(s) will occur. The instructor will complete a form notifying the student of a reasonable timeframe in which the missed assignments and/or examinations are to be completed.

STUDENTS WITH DISABILITIES POLICY:

It is the policy of Sam Houston State University that individuals otherwise qualified shall not be excluded, solely by reason of their disability, from participation in any academic program of the university. Further, they shall not be denied the benefits of these programs nor shall they be subjected to discrimination. Students with disabilities that might affect their academic performance should register with the Office of Services for Students with Disabilities located in the Lee Drain Annex (telephone 936-294-3512, TDD 936-294-3786, and e-mail disability@shsu.edu). They should then make arrangements with their individual instructors so that appropriate strategies can be considered and helpful procedures can be developed to ensure that participation and achievement opportunities are not impaired.

SHSU adheres to all applicable federal, state, and local laws, regulations, and guidelines with respect to providing reasonable accommodations for students with disabilities. If you have a disability that may affect adversely your work in this class, then I encourage you to register with the SHSU Services for Students with Disabilities 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 Services for Students with Disabilities. For a complete listing of the university policy, see:http://www.shsu.edu/dept/academic-affairs/documents/aps/students/811006.pdf