

SAM HOUSTON STATE UNIVERSITY
COLLEGE OF BUSINESS ADMINISTRATION
Department of Economics and International Business
Course Syllabus – Fall 2017

COURSE TITLE:

BANA3363; Intermediate Business Analysis

PREREQUISITE:

BANA2372 (Previously BAN232)

INSTRUCTOR:

Valerie P. Muehsam, Ph.D.

OFFICE:

Smith-Hutson Business Building, Room103B

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OFFICE HOURS: By appointment

TEACHING SCHEDULE:

BANA3363.09 MW 12:30 – 1:45 p.m., Room 134 SHB

STUDENT TUTORING LAB: Room 108 SHB

REQUIRED TEXT:

Gerald Keller, *Statistics for Management and Economics*, 10th edition, Cengage Learning. ISBN-9781285425450.

DESCRIPTION OF COURSE:

Continuation of BANA2372 (BAN232). The 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, and simple and multiple linear regression.

COURSE OBJECTIVES:

After completing this course, the student will have learned to:

1. Use statistics as a business tool in the face of incomplete knowledge. Emphasis will be placed on how information from a sample may be used to describe a population or to make inferences about a population.

2. Use estimation and hypothesis testing to make inferences about means, proportions, and variances. The concepts will be introduced using the traditional one- and two-sample techniques.
3. Use Analysis of Variance (ANOVA), specifically the one-factor completely randomized design, the randomized block design, and the two-factor factorial design.
4. Apply goodness-of-fit analysis.
5. Investigate the existence of relationships between two variables - correlation analysis and simple linear regression.
6. Use multiple linear regression. The strengths of the procedure along with common misinterpretations will be emphasized.

COURSE STRUCTURE:

The lectures will emphasize concepts, motivation, interpretation, and present vocabulary. Statistical formulas will be given and discussed on a heuristic basis. Mathematical derivations of the formulas will not be presented. Homework problems will be assigned, but not always collected.

COURSE EVALUATION PROCESS:

There will be three major exams and a final comprehensive exam. The exams will be closed book and you will be allowed the use of a calculator (telephones, tablets and laptops may not be used) and a **formula sheet WILL BE PROVIDED**. There will be **no make-up exams** given. If a student misses one of the three major exams (or if their final exam score is higher than any of the first three exams) then their final exam score will replace the missed (lower) exam score. The final will be comprehensive. **ALL STUDENTS MUST TAKE THE FINAL EXAM**. The score on the final exam may be used to replace the lowest score on the three topical exams. Each of the exams will count 25% of the final grade in the course.

The course grade will be based on the following grading scale:

- A 90 - 100
- B 80 - 89
- C 70 - 79
- D 60 - 69
- F below 60

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>

Required Policies Faculty may opt to link to www.shsu.edu/syllabus	Academic Dishonesty Absences for Religious Holy Days Visitors in the Classroom
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CLASS ATTENDANCE

Class attendance is required. **COMING IN LATE DISTRACTS THE PROFESSOR AS WELL AS THE OTHER STUDENTS. PLEASE TRY TO BE ON TIME.** Roll will be taken during each class period. Students are responsible for materials covered during class periods that are missed. Students missing classes may miss important announcements, special assignments, extra credit opportunities and handouts.

TOPICS/TENTATIVE COURSE OUTLINE

Topic(s)

Role of Statistics in Business

Estimation of Population Means, Proportions, and Variances (One & Two Populations)

Hypothesis Testing for Population Means, Proportions, and Variances (One & Two Populations)

Exam I – TBD

Analysis of Variance

Goodness-of-Fit Analysis

Exam II – TBD

Correlation and Regression Analysis

Multiple Regression

Exam III – TBD

Final Exam –

Fall Term 2017		
Date	Day	Event
August 23	Wednesday	First Class Day 7 1/2 (A) Week Courses
August 23	Wednesday	Fall 2017 Classes Begin Fall 2017 day and evening classes, held both on and off campus, will begin on Wednesday, August 23.
Sept 8	Friday	Applications for Graduation Due for Students Graduating in December 2017 - How to Apply
Sept 8	Friday	Last Day to drop without a "Q" Grade and Receive 100% Refund Last day to drop without a "Q" grade and receive 100% refund Notes: - Dropping full schedule constitutes a resignation , not a drop
Sept 8	Friday	Twelfth Class Day / Census Day for Fall 2017
Nov 10	Friday	Last Day to Drop 15-Week Spring Courses or Labs with a "Q" Grade Deadline to Drop 15-Week Spring Courses or Labs with a "Q" grade Notes: - Students will not be permitted to drop 15-week courses after this date - they will receive the grade they have earned - Dropping full schedule constitutes a resignation , not a drop
Nov 22-24	W-F	Thanksgiving - Holiday for Students and Faculty
Dec 1	Friday	Last Class Day. Last Day to Resign by 5:00 PM in the Registrar's Office
Dec 4 – Dec 7	Monday - Thursday	Final Examinations
Dec 8 – Dec 9	Friday - Saturday	Commencement, Location TBD Refer to web page for commencement schedule
Dec 11	Monday	12:00 Noon - Deadline for Filing Grades with the Registrar's Office for all students, including all grades due for degree candidates (SH course grades, correspondence grades, and transfer grades). Spring Term ends.