

**SAM HOUSTON STATE UNIVERSITY**  
**COLLEGE OF BUSINESS ADMINISTRATION**  
**Department of Economics and International Business**  
**Course Syllabus – Spring 2018**

**COURSE TITLE:**

BANA3363; Intermediate Business Analysis

**PREREQUISITE:**

BANA2372 (Previously BAN232)

**INSTRUCTOR:**

Valerie P. Muehsam, Ph.D.

**OFFICE:**

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**OFFICE HOURS:** By appointment

**TEACHING SCHEDULE:**

BANA3363.09 TR 3:30 – 5:45 p.m., Room 138 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.

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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](mailto: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.

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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	Academic Dishonesty
Faculty may opt to link to <a href="http://www.shsu.edu/syllabus">www.shsu.edu/syllabus</a>	Absences for Religious Holy Days
	Visitors in the Classroom

### 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 – Thursday, May 10, 5:00 – 7:00 p.m.**

## Spring 2018 Academic Calendar

January 17	Wednesday	- Daytime on-campus and off-campus classes begin - Late Registration open
January 17	Wednesday	<a href="#">Registration Open Between 12:00 PM - 4:00 PM</a>
January 18	Thursday	<a href="#">Registration Reopens at Noon (12:00 PM)</a>
January 24	Wednesday	<a href="#">Last Day to Add Full Term (15-Week) Courses - Registration Closes at 12:00 AM</a>
February 1	Thursday	<a href="#">Deadline for Spring 2018 Degree Applications</a>  Students anticipating graduating in May 2018 must file <a href="#">degree applications</a> in the Registrar's Office by 5 p.m. on Thursday, Feb. 1.
February 1	Thursday	<a href="#">Twelfth Class Day - Last Day to Drop Without a "Q" and Receive 100% Refund</a>  Thursday, February 1, is the 12th class day of the Spring term and represents the last day to drop a course without a "Q" grade and receive a 100% refund.
February 12	Monday	<a href="#">Academic Advisement Opens for Summer and Fall 2018 Terms</a>
March 12 - March 16	Monday - Friday	<a href="#">Spring Recess for Students and Faculty</a>
March 30	Friday	<a href="#">Good Friday - Holiday for Students and Faculty</a>
April 6	Friday	<a href="#">Last Day to Drop Full Term Spring Courses with a "Q"</a>  Deadline to Drop 15-Week Spring Courses or Labs with a "Q" grade. Students will not be permitted to drop 15-week courses after this date- they will receive the grade they have earned
May 4	Friday	<a href="#">Last Class Day</a>
May 4	Friday	<a href="#">Last Day to Resign by 5:00 PM in the Registrar's Office</a>  - <a href="#">Resignation Policies</a>
May 7 - May 10	Monday - Thursday	<a href="#">Final Examinations</a>  Includes Monday Night (MN), Tuesday Night (TuN), Wednesday Night (WN), Thursday Night (ThN), Friday Night (FN), and Saturday Classes Final Examinations
May 10 - May 12	Thursday - Saturday	<a href="#">Commencement, Bernard G. Johnson Coliseum</a>  Schedule is considered TENTATIVE until the order of ceremonies is finalized within the term of this event. Refer to the Registrar's Office webpage for commencement schedule.
May 11	Friday	<a href="#">Residence Halls Close at 12:00 Noon</a>
May 14	Monday	<a href="#">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.</a>

