Mercer University
Stetson School of Business and Economics

SPRING 2008 BUS 350.002 Business Quantitative Analysis SEAN MULHOLLAND
Stetson Hall Room 256 MWF 1:00 – 1:50 PM mulholland_s@mercer.edu

The Stetson School of Business and Economics (SSBE) promotes the advancement and integration of quality business education and practice. In support of Mercer University's mission, the School provides undergraduate and graduate programs that are designed to enable, enhance, and expand professional careers, civic responsibility, and lifelong learning.

Text: Gerald Keller, *Statistics for Management and Economics.* 7th Edition

Course Description: "Emphasis will be placed on the practical application of quantitative analysis as it is used in business. Specific topics to be covered include: probability, forecasting, linear regression, linear programming, critical path method, program evaluation and review techniques, decision theory, and related techniques (Mercer University Catalog, 2007-2008)

Throughout our adventure, we will be problem solving. We will start off using pencils and our noggin to discuss analytic tools useful for solving business problems. As we become more comfortable with underlying methods, we will transition to Microsoft Excel. This course enables you to acquire tools for your analytical tool box. Each quantitative tool I present will come with a set of instructions on how to use it, and guidelines on when to use it.

Objectives (should you choose to accept them): Upon successful completion of this quest, we will be able to
>   1. describe data in meaningful ways
>   2. use a sample to make inferences about a population
>   3. perform linear and multiple regression analysis
>   4. forecast using time series analysis
>   5. make decisions under risk using decision analysis

Prerequisites: ECN 150; MAT 133 and 126 (or 320 or BUS/MATH 220)

Office Hours: You are encouraged to ask questions during and after class. If you want to speak with me at length or need assistance, I am available in my office (Stetson Hall 232) during my office hours (M: 10:00-11:30AM & W: 2-3:00PM) and by appointment. Set up an appointment by calling (478.301.2836) or emailing (**preferred**) me. I will work around your schedule.

Celebrations of Learning: There will be three in-term Celebrations of Learning and one Ultimate Celebration of Learning. The weights are as follows:

CELEBRATIONS OF LEARNING AND FIESTA WEIGHTS:
Fiesta Average (5 or more)	15%
Celebration of Learning Number 1	15%
Celebration of Learning Number 2	20%
Celebration of Learning Number 3	20%
Ultimate Celebration of Learning	30%

Fiestas: Fiestas represent 15% of your grade. These potential unannounced, in-class assignments will take place in the first 25 minutes of the class and will consist of both essay/solution and multiple-choice questions. These will give you and me an idea of how well you understand the material. Understanding of both when and how to use a statistical tool will be assessed.

Celebrations of Learning: These Celebrations will consist of multiple-choice questions and short answer/essay questions. All Celebrations will be cumulative and comprehensive, with emphasis on the material presented after the previous Celebration. The use of calculators is prohibited. ***No make-ups for the in-term Celebrations will be given.*** If you miss one in-term Celebration, its weight will automatically shift to the other Celebrations (including the Ultimate), at no penalty to you. ***No Celebration of Learning grades will be dropped***. If you choose to participate in a Celebration of Learning, the grade you receive will become part of your average for the class. If you miss more than one in-term Celebration, I reserve the right to either give you a zero on one or both missed Celebrations, or require additional work from you.

Grading: Academic regulations and procedures as found in the *Mercer University Catalog* govern all grading and academic policies. Because each class and assignment is unique, the grading scale may vary. Below is a rough idea of the expected scale:
          85 - 100 = As   70 – 84 = Bs   55 – 69 = Cs   45 – 54 = Ds   < 45 = Fs

The top five-point portion of each letter grade interval (three-point for Ds) will be given a plus. The actual grading scale will be determined at the end of the semester.

Grade Appeals: Any course grade dispute must be initiated in accordance with University and School policies.

Attendance: If I plan to give a worthless lecture, I will cancel class. Attendance is not required, though highly recommended. If you are consistently absent from class without sufficient reason, you sacrifice your office hours privileges. Initially, I will take role as an inexpensive way to learn your names. If I am late, please wait 10 minutes before leaving the classroom. Please switch all phones and pagers to vibrate. If you are late, minimize your disturbance.

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Students with Disabilities: As a Faculty member at Mercer University I will make every reasonable effort to accommodate the unique and special needs of students with respect to speech, hearing, vision, seating, or other possible disabilities. Students with a documented disability should inform me at the close of the first class meeting. I will refer you to the office of Student Support Services (SSS) for consultation regarding evaluation, documentation of your disability, and recommendations for accommodation, if needed. Students will receive from SSS the *Faculty Accommodation Form*. On this form SSS will identify reasonable accommodations for this class. The form must be signed by me and then returned to SSS. To take full advantage of disability services, it is recommended that students contact the Office of Student Support Services, immediately. The office is located on the third floor of the Connell Student Center. For further information please contact Carole Burrowbridge, Disability Services Coordinator, at 301-2778 or visit the website at http://www.mercer.edu/stu_support/swd.htm.

Academic Integrity: Academic dishonesty will be treated per the stated regulations. All suspected violations of the University Honor Code will be forwarded to the Honor Council. It is your responsibility to ensure that you are not in conflict with the stated regulations.

General Disclaimer: Life offers no warranties, expressed or implied, and neither do I. Although I try to make the learning process both fun and fair, remember that both are in the eye of the beholder. I reserve the right to make adjustments to the syllabus at any time during the course. Caveat emptor.

NOTE 1: All chapter numbers refer to Chapters in Keller
NOTE 2: Reading assignments may be changed at any time. I will announce any changes in class or via email.
NOTE 3: Celebrations of Learning dates are shown in boldface, thus: **Feb. 4, Mar. 14, Apr. 4, and May 2**

Calendar

Date	Reading	Topic
7-Jan	Chap 2, 4, 6-9	Introduction, Review of Stats
28-Jan	Chap 10-11	Introduction to Estimation and Hypothesis Testing
4-Feb		**Celebration of Learning 1**
4-Feb	Chap 12-14	Inference about populations
18-Feb	Chap 15-16	Analysis of Variance & Chi-Squared Tests
3-Mar		Spring Break
14-Mar		**Celebration of Learning 2**
17-Mar	Chap 17-18	Simple Linear Regressions & Correlation, Multiple Regression
31-Mar	Chap 19	Model Building
4-Apr		**Celebration of Learning 3**
14-Apr	Chap 20	Time Series Analysis and Forecasting
21-Apr	Chap 23	Decision Analysis
2-May	**All to Date**	**Ultimate Celebration of Learning- Friday May 2, 9am - 12pm**