

Business Statistics; ECN 221, 72886**Fall 2013****Professor: Stefan Ruediger****Office: CPCOM 430D****Telephone: 480-965-5353****Office Hours: T Th 2pm-3pm,****Class: T Th 9:00 AM 10:15 AM Tempe - BAC316****E-mail: stefan.ruediger@asu.edu****webpage: www.sruediger.com****Course Description:**

Business Statistics is a course that provides you with the basic tools of collecting, analyzing, presenting, and interpreting data for the purpose of making objective business decisions. The particular focus of this class will be on basic descriptive statistics, probability and sampling distributions, hypothesis testing and simple and multiple regression analysis. Tools taught in Business Statistics can be used to study Advertising, Finance, Marketing, Operations among other Business topics. Pre-requisites: MAT 211 or 271 with C or better

Instructional Materials:

Interactive Homework: MyStatlab – required!

Textbook: Business Statistics by Robert A. Donnelly 1e; you are free to purchase whatever version (kindle, ebook, print book) of the textbook you prefer. Mystatlab access automatically includes the ebook.

Software: EXCEL with Analysis Tools (add-in), PhSTAT2 (Excel add-in provided by textbook publisher, available for download on mystatlab.com)

Course Objectives and Learning Outcomes:

- Identify the scope and limitations of Business Statistics
- Learn the language of statistics
- Develop data analysis skills
- Develop a conceptual understanding of statistical reasoning
- Learn how to apply statistical methods to aid decision making in business

Blackboard:

Access to Blackboard is required. I will use Blackboard to send emails to the entire class, post lecture notes (PPT and pdf) and grades. You can access Blackboard through your MyASU portal. You also need to have activated your ASU email account. If your email account is not active, you do not receive class email and it is impossible for me to reply to your email sent through Blackboard. For technical assistance with Blackboard, contact 480-965-2400 or wpcarey.support@asu.edu. Please be aware that Section 125 of the Academic Policies and Procedures Manual prohibits the use of the ASU Electronic Blackboard for anything other than academic use.

Assignments:

Exams: We will have three midterm exams and the final exam all consisting out of multiple choice questions. You must bring a No. 2 pencil to use for the exam. Also, you will be required to show an official ID (for example, Sun Card) when you turn in your exam. Failure to bring your Sun Card to an exam will result in a loss of three points in the “best case” scenario or an exam grade of zero in the “worst case” scenario. A three-point penalty will be assessed if you fail to enter your 10 digit ASU I.D. Number correctly on your exam scantron. You may use a calculator on exams, but you may not use your cellphone. You are not allowed to use a programmable calculator during exams a simple calculator that can perform square roots is sufficient. Cellphone use during an exam will result in a grade of 0.

The exam period is 1 hour 15 minutes. The final exam is 1 hour 50 minutes long. If you arrive late to the exam, you will be allowed to take the exam only if no student has left. Once a student leaves the room, latecomers will receive a zero on the exam. Students will be prohibited from leaving the room with an exam copy. If you arrive late to the final, you will be allowed to complete a version of the final in the remaining time period.

Of the three midterm exams, I will drop the lowest score. This means that if any of these exams is missed for any reason, you will receive a zero and must use it as your dropped exam. Exams will be given only during the scheduled class and final periods. University and college regulations preclude me from (1) giving an early final exam and (2) giving an incomplete for other than a legitimate emergency. Do not ask for an early or late exam. Please do not ask me to break university or college rules for you. **MAKE UP OR EARLY EXAMS WILL NOT BE GIVEN UNDER ANY CIRCUMSTANCE. YOU MAY NOT USE THE FINAL EXAM AS YOUR DROPPED EXAM SCORE.**

After each midterm exam, your score on the midterm will be posted on the Blackboard. If you believe that your exam was incorrectly scored by the University Testing Center, you have two weeks from the posting date to contest the posted scores. If not contested, the scores become a permanent part of your record.

Mystatlab Assignments - fee required! (Quizzes and Homework): There will be 12 quizzes and 12 homework assignments. All of these assignments have to be done online and can be found on the webpage www.mystatlab.com. Pay attention to the due dates! It is required for this class that you check the webpage twice a week! The lowest two scores will be dropped (this includes missed assignments). You always have to do the quiz before you can do the homework. The homework is automatically generated based on the quiz topics, in which you did not score 100%. You only have one shot to complete the quiz, but you will have multiple attempts available to complete the homework. I will also provide practice homework assignments for each chapter. The practice homework assignments are not graded. No excuses for missing or late homework assignments due to hardware and/or software failure will be accepted.

Disability Accommodations

Please remember that you must be registered with the Disability Resource Center (DRC) and submit appropriate documentation from the DRC when requesting accommodation for a disability. The University offers several different services for students with Disabilities; for further information please visit: <http://www.asu.edu/studentaffairs/ed/drc/>

Absence Policies:

Regular attendance is recommended, but not required for this class.

University-Sanctioned Activities: Accommodations will be made for students who miss class related to university-sanctioned activities according to ACD 304-02. If you are participating in a university-sanctioned activity, please let me know as early in the course as possible so that accommodations can be made.

Religious Accommodations: Accommodations will be made for students with religious holidays. Absences related to religious observances/practices that are in accord with ASU [ACD 304-04](#), "Accommodation for Religious Practices" will be excused. Below is the calendar of official religious holidays. Each holiday noted with two asterisks denotes an observance for which work is not allowed. For these holidays, students will not be penalized in any way for missing an assignment.
<https://provost.asu.edu/index.php?q=religious-holiday-calendar>

Academic Integrity and Ethical Behavior

"All students assume as part of their obligation to the University the responsibility to exhibit in their academic performance the qualities of honesty and integrity. All forms of student dishonesty, including cheating, fabrication, facilitating academic dishonesty and plagiarism are subject to disciplinary action." {Code of Conduct (5-301 through 5-307) and Student Disciplinary Procedures (5-401 through 5-405)}. In this course I will adopt the following policy. All participants involved in any academic dishonesty or attempts at dishonesty pertaining to an examination will result in, at least, the following penalties:

1. Automatic course grade of "E" and
2. A letter of reprimand placed in the student's file with a file copy in the Economics Department and the appropriate College.

Additional information on ASU's academic integrity policy may be found here:

ASU Academic Integrity Policy:

<https://provost.asu.edu/academicintegrity/policy>

ASU Provost Academic Integrity site:

<https://provost.asu.edu/index.php?q=academicintegrity>

W. P. Carey Academic Integrity site:

<https://my.wpcarey.asu.edu/academic-integrity/index.cfm>

Threatening Behavior Policy

The university takes threatening behavior very seriously and these situations will be handled in accordance with the Student *Services Manual*, SSM 102-02
<http://www.asu.edu/aad/manuals/ssm/ssm104-02.html>.

Copyright Material

Please remember that the course content, including lectures, are copyrighted material and that you may not sell notes taken during the conduct of the course (see [ACD 304-06](#), "Commercial Note Taking Services" for more information). Of course, you are welcome to share your notes for free with other students currently enrolled in this class.

Information contained within this syllabus (except grading and absence policies) is subject to change.

MyStatLab Student Registration Instructions

To register for ECN 221 Business Statistics 72866 T Th 9:00 AM:

1. Go to <http://www.mystatlab.com/>.
2. Under Register, click **Student**.
3. Enter your instructor's course ID: [ruediger14273](#), and click **Continue**.
4. Click **Sign in**.
5. If you do not have a Pearson account, click **Create**. Write down your new Pearson username and password to help you remember them.
6. Select an option to access your instructor's online course:
 - a. Use the access code that came with your textbook or that you purchased separately from the bookstore.
 - b. Buy access using a credit card or PayPal.
 - c. If available, get 14 days of temporary access. (Look for a link near the bottom of the page.)
7. Click **Go To Your Course** on the Confirmation page. Under MyLab & Mastering New Design on the left, click **ECN 221 Business Statistics 72866 T Th 9:00AM** to start your work.

The mystatlab access includes the Donnelly – Business Statistics E-Book. Access to mystatlab cannot be purchased without also getting the E-Book.