BUS 318 – BUSINESS STATISTICS

SYLLABUS

Instructor: Carl Coolbaugh
E-mail: cwcoolba@adams.edu *preferred method of communication
Phone: 719.587.7172 – School of Business main line; leave a message
Address: School of Business
Adams State University
208 Edgemont Blvd.
Alamosa, CO 81101

COURSE DELIVERY:

Print-Based Correspondence Course

CREDIT HOURS:

Three Semester Hours

PREREQUISITES:

College Algebra or related math skills

COURSE MATERIALS:

Textbooks can be purchased from the Adams State University Bookstore. To order textbooks or obtain information about book titles, you may go to www.exstudies.adams.edu and click on the "Undergraduate" or "Educators K-12" icon. Click on the "Bookstore" link. Select "DISTLEARN" from the department menu. (http://adams.edu/students/sub/bookstore/)

Use Section Number: 568 to order books from Bookstore site. This should provide the correct textbook information and ordering options.

If you have questions, you can contact the Bookstore at 719-587-7981, email Loretta Martinez at lcmartin@adams.edu or send a mailed request to Adams State University Bookstore, 208 Edgemont Blvd., Suite 3140, Alamosa, CO 81101.

Required Textbook:


*This book is a custom printing for this course and may not be available through resources outside the ASU Bookstore.
BUS 318 – BUSINESS STATISTICS

CATALOG DESCRIPTION:

Provides a basic understanding of the fundamental principles with emphasis on the application of statistical techniques to the analysis and solution of real business problems.

STUDENT LEARNING OUTCOMES:

The student will be able to:

- Explain the terminology associated with statistics.
- Distinguish between different types of statistics
- Know when it is appropriate to use each type of statistics
- Identify which statistic to use in a given situation

COURSE REQUIREMENTS:

The course is broken into four segments and covers 13 chapters as follows:

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<th>SEGMENT</th>
<th>CONTENT</th>
<th>CHAPTERS</th>
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<td>I</td>
<td>Descriptive statistics</td>
<td>1 through 4</td>
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<td>II</td>
<td>Probability theory</td>
<td>5 through 7</td>
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<td>III</td>
<td>Sampling &amp; applied stats</td>
<td>8, 16, 19</td>
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<td>IV</td>
<td>Inferential statistics</td>
<td>9, 10, 12</td>
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In our 16-week semester (given time for tests and finals) we cover about one chapter every week. Correspondence students have few advantages over on-campus students. Yet, the ability to digest the information at your own pace is an important one. On-campus students have only 16 weeks - you have up to 52. You can take more time to digest the material before requesting an exam. Note that the assigned reading in each chapter does not always cover the entire chapter.

I believe one of the keys to effectively using statistics in business today is knowing what formula to use in a given situation. In deciding whether to continue to use a certain subcontractor, for example, should we test the quality of their work using hypothesis testing or some other statistical method? If hypothesis testing, should we use the “z” statistic or the “t”? If a “z” statistic, which one? If asked to determine how many new lines of communication an additional board member would add, should you use the Permutation formula or the Combination formula? Although knowing how to compute the statistic in question is important, we will often have computers to do the number crunching for us. The computer cannot, however, replace our judgment in determining which formula to use to solve a given problem.

In that light, some of my tests include questions where you are given a fact pattern and you must determine which statistical formula to use. I will also have you compute a few statistics, but mainly to aid your understanding of how statistics are generated.
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The homework problems on your syllabus were chosen to be representative of the material assigned in the chapter. Some are odd-numbered, others even. The odd-numbered problems have answers in the back of the book. I will supply you with the answers to the even-numbered problems. I encourage you to do as many additional problems as it takes for you to get comfortable with the material. Homework is not a component of your overall grade, as I have no way of controlling who actually did it. It is there to give you practice with the material and as a means of obtaining feedback on your understanding.

Correspondence students, like on-campus students, often have questions. Unfortunately, you are not in the classroom to seek answers to them. As you complete the assignments and readings, jot down your questions. Send them in, along with any problems you have worked that you would like me to review. I will go through your work and respond to your questions. In this way, we hope to provide you with the dialogue you need to complete your understanding of the material. When correspondence students have taken the time to do this, they have often outperformed my on-campus students!

GRADE DISTRIBUTION AND SCALE:
In alignment with ASU academic policies, no D may apply to a major or minor field.

Grade Distribution:
There will be four (4) regular exams given during this course, plus a comprehensive final exam. Your lowest regular exam grade will be dropped. This will leave you with 3 regular exam grades which count along with a 100-point final, or 400 total points possible in the course.

Scale:
Grading will follow the standard 90-80-70-60 scale.

ADA STATEMENT:
Students who need special accommodation to complete this class should contact the instructor and the Diversity Officer in the Office of Equal Opportunity at 719.587.8213 as soon as possible.

EXAMINATIONS:
Please refer to the Guidelines for Proctored Exams and Submit your Exam Request Form three weeks BEFORE you plan to take the exam.