Southern Illinois University  
College of Business  

Syllabus  
FIN 208 - Business Data Analysis  
Spring 2015

Credits: 3 hours  
Class Time: 4:00-4:50, Monday, Wednesday & Friday  
Room: LWSN 121  
Prerequisites: MATH 139

Instructor: Dr. Dena Hale  
Department of Marketing  
E-Mail: denahale@business.siu.edu  
Tel: 453-4341  
Office: Rehn 231  
Office Hours: Tues/Thurs 3:30pm to 4:30pm and by appointment

Class Web Page: All announcements, assignment instructions, PowerPoint slides, and grades will be posted on D2L (Desire to Learn) and MyStatsLab.  
Text: Business Statistics: A First Course  
David M. Levine, Timothy C. Krehbiel, and Mark L. Berenson  

Course Description  
Uses of data in policy formulation are discussed. Emphasis is placed on the conversion of raw information into statistics, which are useful to the decision-maker. Problems stress solution to questions typically raised in businesses.

Course Objectives and Student Learning Outcomes  
Students will develop an understanding of the basic concepts of statistical analysis used in business decision making by accomplishing the following objectives:  
1) Learn basic statistical terminology and how to organize data for analysis.  
2) Learn to generate basic statistics, both manually and by computer.  
3) Learn how to analyze and work out problems and recognize applications of different statistical techniques, interpret the results of analyses, and recognize instances in which statistical techniques have been misused.  
4) Learn the following statistical concepts – random variables and probability distributions; binomial, normal, and sampling distributions; tests of hypotheses; chi-square tests; simple linear regression; multiple regression analysis.  
5) Creative problem solving. By the end of the semester students should be able to determine the type of analysis appropriate to a given situation, perform the computations by hand or computer, and interpret the results.  
6) Communication skills. Written communication is essential in performance on quizzes and examinations. Knowledge of mathematical symbols is also highly stressed.
**Exams:** There will be four exams and a cumulative final exam given in this course. Each test will be worth 100 points. The lowest score will be dropped.

**Quizzes:** There will be 15 quizzes given in this course. Some quizzes will be in class and some will be in the MyStatsLab. These quizzes will be available to the student after relevant topics are covered; the student will have until a set time to take the quiz (see course schedule).

**Participation (Attendance/Homework):** Each chapter will have homework assignments in the MyStatsLab interface. These assignments act as practice for the chapter content and preparation for the chapter quizzes. Homework grades are not used in your final grade calculation; you receive a Pass/Fail from making real attempts at completing the homework in each chapter. Your efforts to learn the course content via homework completion, and attendance in class, will determine your final participation grade.

**Grading:**

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
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</thead>
<tbody>
<tr>
<td>Tests (best 4 out of 5 exams)</td>
<td>400</td>
</tr>
<tr>
<td>Quizzes (15 quizzes @ 15 points each)</td>
<td>375</td>
</tr>
<tr>
<td>Participation/Homework</td>
<td>200</td>
</tr>
<tr>
<td>Built-in Curve (automatic for completing the course)</td>
<td>25</td>
</tr>
<tr>
<td><strong>Total Points:</strong></td>
<td><strong>1000</strong></td>
</tr>
</tbody>
</table>

**Total points are subject to change**

The overall course grade includes four exams (400 points), fifteen quizzes (375 points) and participation (200 points). Total course points are 1000 points. At the end of the semester, letter grades will be assigned based on your total scores as indicated in the following table:

<table>
<thead>
<tr>
<th>Total scores</th>
<th>Letter Grade</th>
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<tbody>
<tr>
<td>895 – 1000</td>
<td>A</td>
</tr>
<tr>
<td>795 – 894</td>
<td>B</td>
</tr>
<tr>
<td>695 – 794</td>
<td>C</td>
</tr>
<tr>
<td>595 – 694</td>
<td>D</td>
</tr>
<tr>
<td>≤ 594</td>
<td>F</td>
</tr>
</tbody>
</table>

**Academic Dishonesty:** The College of Business and Administration diligently prosecutes all cases of academic dishonesty. Academic dishonesty as defined by the Student Conduct Code includes the work of another as one own or cheating by any means. Academic dishonesty also includes aiding, abetting, concealing, or attempting such activity. All SIUC students are required to abide by the Student Conduct Code. Please refer to the following website for more information regarding informal and formal procedures for handling suspected cases of academic dishonesty: [http://www.siuc.edu/~policies/policies/conduct.html](http://www.siuc.edu/~policies/policies/conduct.html)

**Cell Phones:** All cell phones need to be turned off at the beginning of class. If a cell phone rings during an exam it will be considered cheating. Cell phones may NOT be used as calculators for the tests.

Syllabus Prepared 1/11/15
**Laptops:** You are encouraged to bring your laptops to class with you each day. The course material will require access to the MyStatsLab feature.

**Expectations and Student Standards:**
- It is expected that the student possesses the knowledge and skills commensurate with his or her education level including, but not exclusive to, the ability to read and write at a college level.
- It is expected that the student participate in this course by reading assigned material, submitting assignments in a timely fashion, and interacting with the class.
- It is expected that the student will check his or her e-mails and announcements (D2L) daily.
- It is expected that the student will ask appropriate questions when a direction is unclear to him or her in a timely fashion.
- It is expected that the student will keep a copy of all materials turned into the instructor regardless of the medium used.
- **It is expected that the student understands that late work, without prior approval for the delay, shall not be accepted.**
- It is expected that students will respond in a timely manner to emails from the instructor. The student understands that any delay in responding to emails from the instructor, especially concerning questions the student may have about aspects of the course, may adversely affect the student’s grade in the course. Any deadlines that pass as a result of delay in the student’s response shall not be waived.
- **This class is highly time intensive. Successful students have found that a large amount of individual time outside of the classroom is required.**

**Disability Support Services:** Southern Illinois University supports Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990, which insure that postsecondary students with disabilities have equal access to all academic programs, physical access to all buildings, facilities and events, and are not discriminated against on the basis of disability. Students with Disabilities: Any students with a disability must provide formal documentation. Please contact me by August 29th provide me with the necessary papers if you have a disability and we will discuss any necessary accommodations. Disability Support Services (DSS) provides federally mandated academic and programmatic support services to students with permanent and temporary disabilities. Students are responsible for identifying themselves to DSS for providing documentation, and for requesting accommodations. [http://www.siu.edu/~dss/](http://www.siu.edu/~dss/)

**Emergency Procedures:** Southern Illinois University Carbondale is committed to providing a safe and healthy environment for study and work. Because some health and safety circumstances are beyond our control, we ask that you become familiar with the SIUC Emergency Response Plan and Building Emergency Response Team (BERT) program. Emergency response information is available on posters in buildings on campus, available on the BERT’s website at [www.bert.siu.edu](http://www.bert.siu.edu), Department of Public Safety’s website www.dps.siu.edu (disaster drop down) and in the Emergency Response Guidelines pamphlet. Know how to respond to each type of emergency.
Instructors will provide guidance and direction to students in the classroom in the event of an emergency affecting your location. It is important that you follow these instructions and stay with your instructor during an evacuation or sheltering emergency. The Building Emergency Response Team will provide assistance to your instructor in evacuating the building or sheltering within the facility.

**Disclaimers:**
1. The Instructor reserves the right to modify or append any portion of this syllabus, and the respective requirements of the course, upon notice to the students, which shall be given during the allotted class time. Students who do not attend said class are responsible for inquiry as any such changes.

A Detailed Course Schedule will be provided in during our first class meeting.
IMPORTANT DATES *
Semester Begins: ............................................. 01/20/2015
Last day to add a class (without instructor permission): .......... 01/25/2015
Last day to withdraw completely and receive a 100% refund: .......... 02/01/2015
Last day to drop a course using SalsaNet: .......................... 04/05/2015
Last day to file diploma application (for name to appear in Commencement program): .......................................................... 03/13/2015
Final examinations: ................................................... 5/11-5/15/2015
Note: For outreach, internet, and short course drop/add dates, visit Registrar’s Academic webpage http://registrar.siu.edu/

SPRING SEMESTER HOLIDAYS
Martin Luther King, Jr.’s Birthday 01/19/2015
Spring Vacation 03/07—03/15/2015

WITHDRAWAL POLICY – Undergraduate only
Students who officially register for a session may not withdraw merely by the stopping of attendance. An official withdrawal form needs to be completed by the student and processed by the University. For the proper procedures to follow when dropping courses and when withdrawing from the University, please visit http://registrar.siu.edu/undergradcatalog/334.pdf

INCOMPLETE POLICY – Undergraduate only
An INC is assigned when, for reasons beyond their control, students engaged in passing work are unable to complete all class assignments. An INC must be changed to a completed grade within one semester following the term in which the course was taken, or graduation, whichever occurs first. Should the student fail to complete the course within the time period designated, that is, by no later than the end of the semester following the term in which the course was taken, or graduation, whichever occurs first, the incomplete will be converted to a grade of F and the grade will be computed in the student’s grade point average. For more information please visit http://registrar.siu.edu/undergradcatalog/334.pdf

REPEAT POLICY
An undergraduate student may, for the purpose of raising a grade, enroll in a course for credit no more than two times (two total enrollments) unless otherwise noted in the course description. For students receiving a letter grade of A, B, C, D, or F, the course repetition must occur at Southern Illinois University Carbondale. Only the most recent (last) grade will be calculated in the overall GPA and count toward hours earned. See full policy at http://registrar.siu.edu/undergradcatalog/314.pdf

GRADUATE POLICIES
Graduate policies often vary from Undergraduate policies. To view the applicable policies for graduate students, please visit http://gradschool.siu.edu/about/us/undergraduate/index.html

DISABILITY POLICY
Disability Support Services provides the required academic and programmatic support services to students with permanent and temporary disabilities. DSS provides centralized coordination and referral services. To utilize DSS services, students must come to the DSS to open cases. The process involves interviews, reviews of student-supplied documentation, and completion of Disability Accommodation Agreements. http://disabilityservices.siu.edu/

PLAGIARISM CODE
http://profs.siu.edu/comm/docs/plagiarism/Guidelines%20&%20Notes/Plagiarism.pdf
MORRIS LIBRARY HOURS
http://www.lib.siu.edu/about

SAFETY AWARENESS FACTS AND EDUCATION
Title IX makes it clear that violence and harassment based on sex and gender is a Civil Rights offense subject to the same kinds of accountability and the same kinds of support applied to offenses against other protected categories such as race, national origin, etc. If you or someone you know has been harassed or assaulted, you can find the appropriate resources here: http://safe.siu.edu

SALUKI CARES
The purpose of Saluki Cares is to develop, facilitate and coordinate a university-wide program of care and support for students in any type of distress—physical, emotional, financial, or personal. By working closely with faculty, staff, students and their families, SIU will continue to display a culture of care and demonstrate to our students and their families that they are an important part of the community. For information on Saluki Cares: (618) 453-5714, or salukicares@siu.edu, http://salukicares.siu.edu/index.html

EMERGENCY PROCEDURES
Southern Illinois University Carbondale is committed to providing a safe and healthy environment for study and work. We ask that you become familiar with the SIU Emergency Response Plan and Building Emergency Response Team (BERT) programs. Please reference the Building Emergency Response Protocols for Syllabus attachments on the following pages. It is important that you follow these instructions and stay with your instructor during an evacuation or sheltering emergency.

INCLUSIVE EXCELLENCE
SIU contains people from all walks of life, from many different cultures and sub-cultures, and representing all strata of society, nationalities, ethnicities, lifestyles, and affiliations. Learning from and working with people who differ is an important part of education as well as an essential preparation for any career. For more information please visit http://www.inclusiveexcellence.siu.edu/

LEARNING AND SUPPORT SERVICES
Help is within reach. Learning support services offers free tutoring on campus and math labs. To find more information please visit the Center for Learning and Support Services website:
Tutoring: http://tutoring.siu.edu/
Math Labs: http://tutoring.siu.edu/math_tutoring/index.html

WRITING CENTER
The Writing Center offers free tutoring services to all SIU students and faculty. To find a Center or Schedule an appointment please visit http://write.siu.edu/

AFFIRMATIVE ACTION & EQUAL OPPORTUNITY
Our office's main focus is to ensure that the university complies with federal and state equity policies and handles reporting and investigating of discrimination cases. For more information visit: http://diversity.siu.edu/

ADDITIONAL RESOURCES AVAILABLE:
SALUKINET: https://salukinet.siu.edu/gp/home/displaylogin
ADVICEMENT: http://advice.siu.edu/
SIU ONLINE: http://online.siu.edu/

Spring 2015 R.O’Rourke