

QMB 3250 **Fall 2009**

Syllabus Version 4, Aug. 19, 2009

Instructor: Patrick Thompson
341 Stuzin Hall

Phone: 392-9731
patrick.thompson@cba.ufl.edu

Class Time: 5-6th periods, MW (first hour starts 12:50 pm), Bryan 130

Office Hrs: See the schedule posted on the "Course Introduction" area on the E-learning site.

If you have any problems in this course that you cannot resolve with the instructors, contact the department chair through the Information Systems and Operations Management office in 351 Stuzin Hall

COURSE GOALS AND OBJECTIVES

The College's Undergraduate Committee has developed a set of learning goals and objectives that are relevant to the Core Curriculum. It is expected that students majoring in business will be able to demonstrate competency in terms of these objectives through performance on a standardized test (ETS Field Exam—see the syllabus for MAN 4504) as well as through embedded measures throughout the curriculum. All core-course syllabi are required to include explicit reference to the relevant goals and objectives out of this set (QMB 3250 targets those that are more quantitative in nature). Specific goals and objectives include:

Goal 1: Demonstrate competency in and across business disciplines

Objective I: Demonstrate knowledge and understanding of elements of business statistics.

Objective II: Apply knowledge of business concepts in decision-making.

Objective III: Demonstrate proficiency in the use of business-related software applications.

Goal 2: Apply appropriate problem solving and decision-making skills

Objective I: Specify and implement a framework for identifying a business problem.

Objective II: Develop alternative solutions and a set of criteria by which to evaluate them.

Objective III: Assess the outcomes of a course of action and make appropriate adjustments.

In this course, the abilities to memorize formulae and "crunch numbers" play minor roles. Since computers are widely available today, it is much more important for you to be able to choose the proper procedure and interpret the results. To accomplish these goals, we will make regular use of a statistical analysis toolkit for Microsoft Excel.

PREREQUISITES

This is the second of a two-course sequence. You should have previously taken a statistics course that covered probability, sampling, estimation and hypothesis testing (STA 2023 or equivalent). QMB 3250 builds on the foundation established in your introductory course and familiarizes you with using statistical procedures to make business decisions.

TEXTBOOK and SOFTWARE

- *Statistics for Business and Economics*
By Paul Newbold, William L. Carlson and Betty Thorne
Third Custom Edition for the University of Florida, QMB 3250
Taken from the Seventh Edition of the text with the same title and authors
Copyright 2010 by Pearson Education, Inc.
- Student CD-ROM to accompany the textbook
- PHStat, version 2.8.7 or higher, available from the textbook support website (see the “Course Websites” section below. You will need an access code to download this.

NOTE: This is a **new** version of the textbook in Fall 2009. Used versions will not work well. An e-book version will be available from the textbook support website (you can purchase an access code there).

DO YOU ABSOLUTELY, POSITIVELY NEED THE TEXT BOOK?

You need the data files that come with the textbook. You need to be able to look at the homework problems. You need the PHStat software that we will use to perform the data analysis. All of these are copyrighted materials and I cannot give them to you; you must acquire them from Prentice-Hall.

OPTIONS FOR ACQUIRING THE TEXT AND SOFTWARE

1. Buy a new text from one of the local bookstores. This should come with an access kit so you can log on to the textbook website to download PHStat. The cost for this is approximately \$138 (Fall 2009). Note: if you buy a new book and don't get the access kit, go back to the bookstore!
2. Buy the access code online. This gives you PHStat plus access to the E-book online. You can also download the textbook data files. The cost for this is about \$70. Some bookstores may also sell the access kit separately.
3. Buying a used book from someone who previously took this class may not work. All the book citations are different in the new edition.

COURSE WEBSITES

There are two websites dedicated to the support of this class. The first is hosted on the E-Learning system. Here you will find my lecture PowerPoint files and links to the actual lectures through LecturePro (these will be posted as the course proceeds). You will also find the syllabus, information about TA office hours, old exams, exam room assignments and exam solutions. Grade information will appear after each exam is scored.

The second site has been developed by the textbook publisher, Prentice-Hall, in support of the custom version of the Newbold textbook we are using.

The URL for this site is: www.pearsoncustom.com/newbold_stats_ufl/

Here, you get access to the PHStat software, all of the online resources that accompany the Newbold, plus an e-version of the textbook. To log on to the site, you need an access code. You automatically receive an access code when you buy a new copy of the custom version of the textbook. If you have a used copy, or you have the actual textbook, or you wish to use the e-version of the text, you will need to purchase a PIN code separately from Pearson-Hall before you can access the site.

If you go to the site above, this screen should appear:

PEARSON
Custom Publishing

MyStatLab e-book companion website PHStat files

Instructor Resource

Required Plugins:

Some of these plug-ins may need to be installed in order to view all content.

Adobe ® Reader ® : The Acrobat Reader is needed to view the PDF files. You may need to upgrade your current reader in order to view.

Apple ® QuickTime ® : Needed to view full-screen video and streamed media, or hear audio files in any of 3D audio, video and image formats, including Flash.

Java™ Plug-in : Needed to view the Virtual Classroom and Lightweight Chat

Important Instructions:

- To register and enroll in MyStatLab**
Click on the MyStatLab link for your course.
Follow the on-screen instructions and enter your student access code, your instructor's course ID, and your registration information to create a login name and password.
- To register and enroll for your course's premium resources**
NOTE: You must first register for MyMathLab before registering for your course's premium resources.
Click on the other links (like the e-book) for your course.
Click register.
Follow the on-screen instructions using the login information created in step 1.

You must be logged into MyStatLab in order to access these other premium resources.

The log in from here will be discussed in class. If you want to try and navigate yourself, hit the MyStatLab icon. This will take you to the CourseCompass.com website. The CourseID you will need is **thompson19019**

Please note that this site is under construction and there is really no real content on there now. Apparently you are required to register here anyway before you can get to the premium materials.

EXAMS AND GRADING

There will be three exams worth 90 points, with 15-20 multiple choice questions worth 3-5 points each. Each exam covers a specific set of topics, which are not cumulative.

On each exam, if you have correctly entered the identification information (name, UF ID and exam version), and have taken the exam in your assigned room, you will get credit for one wrong answer if you miss anything. You cannot score higher than perfect on an exam.

Individual exams will not be curved unless the class median score is below 70 percent (63 points). This does not happen very often.

Assignments: There will be six tracking assessments that will be taken through the course's Blackboard E-Learning site. The first will be due by noon on Tuesday, Sept. 8 (the day after the Labor Day holiday). Collectively, these tracking assessments will count 10 percent of your grade.

There will be other assignments, including those on the computer, that are not graded. In general, these extra assignments will be covered on the tracking assessments. If you ask me ahead of time, I will try to cover some of these problems during lecture. For help on other problems, see me or the TAs during office hours, or refer to the solutions posted.

Extra Credit: The Marketing Department runs a series of experiments in which you can participate. You may use up to five of these experiments for extra credit in QMB 3250, gaining one point for each experiment. Details will be forthcoming.

After the semester is over, we will take your exam scores and add them to the tracking assessment points. We will then add on any extra credit points you have earned. Grades will then be assigned according to the following:

A: 275 – up	B+: 253 – 264	C+: 220 – 231	D+: 180 – 189
A-: 265 – 274	B: 240 – 252	C: 201 – 219	D: 166 – 179
	B-: 232 – 239	C-: 190 – 200	D-: 158 – 165

You should pretty much count on this being the final scale. If you want to appeal your final grade, asking for a change in the grading scale, don't come to me unless you have earned all the extra credit and full points on the tracking assessments.

STUDENTS WITH DISABILITIES

Students requesting classroom or accommodation on exams must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the Instructor when requesting accommodation.

Exam Dates and Times

Exam 1: Tuesday Sept. 29 (8:20 pm)

Exam 2: Wednesday Nov. 4 (8:20 pm)

Makeup exam for those missing 1 or 2: Monday Nov. 23 (8:20 pm)

Final Exam: Wednesday Dec. 17 (5:30 pm)

EARLY EXAMS AND MAKE-UP EXAM

If you cannot take an exam during the scheduled time, you may be able to take it a day or two early. I must approve this arrangement, WELL IN ADVANCE. Be aware, however, that early exams are reserved for persons with extremely good excuses (for example, official university business out of town or a conflict with another exam), and a very limited number of them. As soon as you know that a potential conflict will occur, tell me about it. In a class this large, conflicts tend to occur in bunches and sometimes I need all the lead time I can get to make arrangements.

Because all three exams count in this course, students who miss one are obviously at a disadvantage. For those missing Exam 1 or 2 with a documented excuse, there will be a makeup exam on Monday, November 23. This exam will cover material from the first two exams.

Note that the makeup exam is just that. It is not meant to serve as a “do-over” for a bad Exam 1 or 2. You can only take it with prior approval, and we expect less than 50 people to do so.

If you miss the final exam, your makeup will be the final for next semester.

APPEALS AND APPEAL DEADLINES

If you wish to appeal the grading of an exam, you must do so by e-mail. Clearly explain what exam question you are appealing and why you think you deserve more points. Make sure the e-mail contains your real name, your GatorLink ID and your UF ID. You should E-mail these to this address: patderat@ufl.edu and make sure that the subject line of the e-mail is “Exam 1 Appeal” or “Exam 2 Appeal”, etc. Appeals submitted by any other means, or without the proper subject line, may well be ignored.

For the first two exams, the appeal deadline is noon on the seventh day after the exam is held (for example, Monday Oct. 5 for Exam 1, which is held Tuesday Sept. 29. For the final exam, the deadline is noon on Friday of exam week. Late appeals will not be considered.

Be aware that there are only about two types of appeals that ever get approved. The first is that somehow your exam was scored against the wrong key. The second would be if the wording of a question was misleading or vague to the point that more than one answer could be considered correct.

Some things that won't get approved are: (1) you forget to bubble in an answer or bubbled more than one; (2) you misinterpreted what the question was asking or just read it wrong; or (3) you got the right answer for the wrong statistical procedure.

HONESTY ON EXAMS

With a multiple-choice exam format, it is sometimes very tempting to borrow an answer from your neighbor. I do a variety of things to combat this temptation. There will always be multiple versions of the exam in use, but I try hard to disguise the version. Sometimes I have the TAs enter the exam version on the bubble sheet. Sometimes I pick up the version from the answer to a simple question. Sometimes I have you fill in the form code, or special code, or question number 45, or three different things, or something I haven't even thought up yet.

Although none of my creative perversity should bother you if you are doing your own work, some students get a bit careless and misrecord the exam version identifier. This usually results in a posted score of 4 or 5 points. If you can show me the exam, I will be happy to correct the problem and rescore your exam against the proper key. **ALWAYS CHECK YOUR POSTED SCORE**, and hang on to your exam until you are sure things worked out correctly.

DURING EXAMS...

On campus, the first two exams run from 8:20 to 10:10 pm. We will not have lecture on Wednesday during the week we have an exam. Room assignments will be posted on the E-Learning website well in advance.

Students in the Online Business Program will take their exams at their prearranged testing site. The time for these may vary, so you should always check your test website on Monday before the exam.

Bring your UF ID card, at least one pencil and a pen. You will have to show your ID, fill in your scantron in pencil, and sign your exam in ink. If you forget your ID, you will have to turn in both your scantron and the exam, and you will not receive a score until you show me an ID in my office.

Be there, seated, at least 5 minutes early. We will (hopefully) have double seating, so sit every other seat, starting from the aisles and working inwards. If the room fills, take adjacent seats only in the first three rows of the room. We prefer you not take adjacent seats in the rear.

On exams, you may use a calculator and one 8½ by 14 inch (legal size) sheet of notes. **You may not use anything else**, and must have your own materials. **YOU MAY NOT SHARE CALCULATORS OR NOTES.** Any required statistical tables will be provided.

It goes without saying that you cannot use cell phones, PDAs, laptops or any other devices with communications ability while you are taking an exam. Such use will earn you a zero on the exam and you will be reported to the Dean of Students office.

Tentative Schedule for the Class

An approximate schedule listing the material covered and the names of the accompanying PowerPoint slide sets is on WebCT. Look under the “Course Introduction” section.