

# **QMB 3250                      Spring 2009**

*Syllabus Version 1, December 19, 2008*

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Class Time: 6<sup>th</sup> and 7<sup>th</sup> periods, MW (first hour starts 12:50 pm), Bryan 130

Office Hrs:

<b>Day</b>	<b>Time</b>	<b>Location</b>
Mon	11 am - 12:15 pm	Stuzin 341 – Dr. Thompson
Wed	11 am - 12:15 pm	Stuzin 341 – Dr. Thompson
TA hours	see post on website	Bryan 225 – TA

If you have any problems in this course that you cannot resolve with me, contact my department chair, Professor Asoo Vakharia, through the Information Systems and Operations Management (ISOM) 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  
Custom Edition for the University of Florida, QMB 3250  
Taken from the 6<sup>th</sup> Edition of the text with the same title and authors  
Copyright 2007 by Pearson Education, Inc.

NOTE: This was a NEW VERSION for Spring 2008.

- Student CD-ROM to accompany the textbook
- PHStat, version 2.7.1 or higher, available from the textbook support website (see the “Course Websites” section below. You will need an access code to download this.

## **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 was \$120 in fall 2008. 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 was about \$58 during fall 2008. Some bookstores may also sell the access kit separately.
3. Buy a used book. You will still need to get PHStat. If you are in this case, option 2 above is one answer. An alternative is to buy PHStat directly from Prentice-Hall.

## COURSE WEBSITES

There are two websites dedicated to the support of this class. The first is hosted on the University's Electronic Learning System. On the course ELS site, 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/](http://www.pearsoncustom.com/newbold_stats_ufl/)

Here, you get access to the PHStat software, all of the online resources that accompany the Newbold text, plus an e-version of our 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 do not have a new copy, you can purchase a PIN code at the textbook website.

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

University of Florida

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e-book companion website PHStat files Lecture PPTs

**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 30 audio, video and image formats, including Flash.

[Java Plug-in](#): Needed to view the Virtual Classroom and Lightweight Chat sessions in CourseCompass.

[Macromedia Flash](#): Needed to improve viewing of high-fidelity web sites.

[Macromedia Shockwave](#): Needed to run animations in some courses.

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## **ASSIGNMENTS**

Homework assignments, including those on the computer, will be announced during lectures and posted on the ELS site. 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.

Many of the assignments will use the Ropentie Texas household financial data set. There are 10 versions (Ropentie0.xls through Ropentie9.xls) of this data. You are responsible for the version using the last digit of your UF ID. *Expect to see questions about this data on exams.*

## **EXAMS AND GRADING**

There will be three short exams worth 60 points that contain 15 multiple choice questions at 4 points each. The fourth exam will contain 20 questions and will be worth 100. Each exam covers a specific set of topics, which are not cumulative.

On each exam, if you have correctly entered the identification information (name, SSAN 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. This does not happen very often.

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

After the semester is over, I will take your three highest exam scores (regardless of when they were scored) and add them up (NOTE: I will add together your actual exam scores, not percentage scores). I will then add on any extra credit points you have earned. Grades will then be assigned according to the following scale:

A: 196 - up                      C: 144 - 164                      E: 0 - 116  
B: 172 - 186                      D: 120 - 132

THIS PART OF THE SCALE IS GUARANTEED AND WILL NOT CHANGE. Generally, you should consider the scores in the gaps to be plusses (for example, 187 to 195 points will most likely earn a B+), but I reserve the right to assign these grades higher or lower at the end of the semester.

Students sometimes have questions about how this grading system works, so here are two examples:

Name	Exam 1	Exam 2	Exam 3	Exam 4	Ex Credit	Total	Grade
Max Pts	60	60	60	100	4	224	
Student A	56	48	44	90	4	198	A
Student B	60	60	60	long gone	0	180	B

Student A dropped her Exam 3 score since it was the lowest, so had a total exam score of 194 (56 + 48 + 90), but earned an "A" because of the extra credit. Student B maxed the first three exams so stopped attending class after the 12<sup>th</sup> week. I hope he was not surprised to see that "B" show up on his grade report.

### ***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.

### ***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.

Creating one original exam for this course involves somewhere between 6 and 10 hours of work. Creating a second version that has different yet equivalent questions involves almost the same amount of effort. Thus, you will find that this course has the same make-up exam policy as most of the other e-platform courses (MAR 3023, MAN 4504, etc.). There are NO MAKEUP EXAMS. At least in this course, if you miss an exam it will not destroy your grade because you get to drop your lowest score.

## ***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. E-mail these to this address: [patderat@ufl.edu](mailto: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 three exams, the appeal deadline is noon on the seventh day after the exam is held (for example, Feb. 4 for Exam 1, which is held Wednesday Jan. 28). 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...***

The exams are scheduled for different times, so make sure you check to see when each will be held. The first three exams will be held in the evenings from 8:20 to 10:10 (periods E2 and E3). We will NOT have lecture on Wednesday during the week we have an exam. Room assignments will be posted at least a week in advance. You should always go to the assigned room because the location will be checked. If you are in the wrong room, you will not get the “freebie question”. NO EXCEPTIONS.

BRING A PICTURE ID, at least one pencil, and a pen. You will have to show your ID, fill in your bubble sheet in pencil, and sign your exam in ink. If you forget your ID, you will have to turn in both your bubble sheet 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.

You may use a calculator, your textbook and **three** 8½ by 11 inch sheet of notes (thus should include the output from any of the computer problems that involve the Ropentie data set). You must have your own materials, however. YOU MAY NOT SHARE TEXTBOOKS, COMPUTER ASSIGNMENTS, CALCULATORS OR NOTES.

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.

Some exam proctors will be better able to answer questions than others. In order to eliminate the element of bad luck (about which proctor you get) and to be equally unfair to all, NONE of the proctors will answer questions about statistics.

### ***Exam Dates and Times***

**Wednesday Jan. 28**  
**Thursday March 26**

**Wednesday Feb. 25**  
**Tuesday Apr. 28**

**On campus**, the first three exams are held from 8:20 to 10:10 pm and the final exam is held from 5:30 to 7:30 pm.

Times vary for students in the Online Business Program who take their exams at remote locations. Students in the Online Program should always check the program website a day before the exam in case there are last minute changes.

### ***Tentative Schedule for the Class***

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