

Rutgers School of Business

**Applied Business Statistics  
Fall 2015**

**Professor:** Myles D. Garvey  
**Office:** **Virtual Office**  
**Email:** [rufreeholdfall2015@gmail.com](mailto:rufreeholdfall2015@gmail.com)  
**Office Hours:** Before and after class, or by appointment  
**Classroom:** BCC-Freehold 301  
**Time:** Th 6:00pm – 8:20pm  
**Course Web Page:** <http://facebook.com/professorgarvey>

**Textbook (Recommended):**

*Business Statistics A First Course (6th edition)*. Davide M. Levine, Timothy C. Krehbiel, Mark L. Berenson, Pearson, 2012. ISBN-10: 0132807262. ISBN-13: 978-0-13-280-726-5

**Course Description:**

This course will provide business students with additional statistical tools used in analyzing business conditions, forecasting, and decision making. Instead of focusing on theoretical formulae, students will learn to apply these tools for analyzing and interpreting data routinely collected by businesses in order to formulate marketing strategies, financial plans, and investment decisions. Provides the knowledge base and practical examples of how to select and apply appropriate statistical techniques and to interpret and communicate results.

**Course Format:**

The course will consist of a combination of lectures, class discussion, case studies and videos. The lecture/discussion component will be devoted to presentation and discussion of theories, concepts and analytical techniques. Several videos and case studies may also be used in lectures to connect the theory to real-world application. Students are expected to take notes during videos and engage in discussion after. Sessions are accompanied by assigned reading materials from the text (see the schedule below).

The text serves as background information for lecture and casework. Students are *expected to read* the corresponding notes and recommended text *before* each class.

**Policies:**

- Please adhere to professional behavior in class. Refrain from chatting, reading the newspaper, answering phones, wearing headsets etc. Such behavior is disruptive and discourteous and WILL result in you being thrown out for the remaining time of the class. I cannot be more clear on this. If this is a continued pattern, this will result in you receiving an F for the course.
- Important announcements will be made on Facebook. Once the class begins, you have a week to add me as a friend. If you are uncomfortable using your personal FB account,

create a new one specifically for the class. Otherwise, I recommend you change your privacy settings so as to not display any information that would show up on my news feed (not that I snoop around, but I care about having your privacy protected). If you elect not to use FB, you will be limiting your ability to get important announcements AND access to supplemental course material. While many of you have different Facebook names than your actual names, I will be posting a link on Canvas which will ask you to provide your Facebook name so I have a 1 to 1 map of who I am conversing with as well as who is posting material.

- Final course grades are final. Let me repeat this. Final course grades are final! Changes will only be made if there is a mistake in the calculation of the final grade, but legitimate evidence suggesting the contrary must be presented to the professor. Legitimate constitutes the use of the professor's calculation in grade mismatching with the grade received. See below for more detail. It does NOT include a mistake made on a particular assignment or exam or project.
- Accommodating students with special learning needs: In accordance with the university policy, students with documented sensory and/or other learning disabilities should inform the professor, so that their special needs may be accommodated. Please let me know IMMEDIATELY following the first lecture.
- As you may know, it is against university policy to cheat. It is a very serious violation of academic integrity. I am here to help you, but I cannot do so if you are not putting effort into your work. Please note that if cheating of any kind is observed in/out of the class, you will be reported to a higher authority in accordance with university policy on academic dishonesty. Cheating includes working in groups on individual projects/assignments, copying off other exams, breaking outlined policies for exams or projects, etc.
- If you feel I have made a mistake grading an assignment or exam, please inform me and we can set up a meeting to discuss it. The general procedure for this is to first email me with your concern and the exact reason as to why I have made a mistake. I will then review your assignment or exam and determine if a mistake has been made. If none has, then that is the end of the line and your grade will remain the same. If it is determined that a mistake was made, I will adjust it. Please note, that mistakes I may have made on assignments and exams MUST be brought to my attention at MOST one week after return. After that one week, your grade CANNOT be attested and will remain as is.
- I have set up an email account through Google specifically for this course. Any emails directed to me to any other email other than the one listed on this syllabus WILL be ignored. I get hundreds of emails a day, and as such, I have a tendency to ignore many of them. However, if you contact me through this email, you will receive a response in less than 12 hours.

**Evaluation:**

<b>Work</b>	<b>Percent</b>
Assignments (7 of them)	5% each (35% Total)
Midterm Exam	25%
Attendance	15%
Final Exam	25%
Total	100

**Final Grades:**

<b>Number Range(inclusive-exclusive)</b>	<b>Grade</b>
90.0-101.0	A
85-90	B+
80-85	B
75-80	C+
70-75	C
60-69	D
0-60	F

**Attendance**

All students are EXPECTED to be present during our weekly classes and must participate. I understand that things come up and sometimes you cannot make it to class. With that said, I am only requiring you to show up and participate for 10 out of the 12 classes (Exams NOT included). Which means, you can choose to take 2 classes to yourself. BE ADVISED. I DO NOT RECOMMEND SKIPPING CLASS! This is a summer course, and as such, we move VERY fast through the material. If you skip a class, for what ever reason, you, and only you, are required to catch up on the material you missed out on. Attendance is taken right before the class break (around 3:30pm). If you show up PAST this time, or leave before it, your attendance will NOT be counted. In addition, if you miss for than 5 classes, included you two “free” misses, then you will have a total of 20 points deducted from your final grade. SO PLEASE ATTEND CLASS!

**Assignments**

You will be assigned 4 assignments, each worth 10% of your final grade. Each assignment ranges from 10 – 25 questions depending on the assignment. Each one, for the most part, is multiple choice. You are given ONLY one chance to submit. Once your assignment is submitted, you cannot resubmit, so be sure that you marked your intended answer. In addition, I will not be held responsible for not submitting. If a grade does not show up on my end, that means you did not

submit. Please ensure you reach out to 24 hours BEFORE the assignment is due to check if it was properly submitted.

Multiple choice questions are graded automatically. Partial credit is NOT given. You either got it wrong or correct. While it is multiple choice, you still must go through the work (after all, how else can you get the correct answer?). By randomly guessing, you're only doing yourself more harm than good. Please. PLEASE. Make sure you start assignments EARLY. These are NOT easy and WILL take a lot of time to complete. Starting them early will ensure that you get the work done in a proper amount of time.

### **Communication Blackout Period**

I have a strict 24-hour blackout period. What this means is that before an assignment or exam is due, if you reach out to me regarding either within 24 hours of the due date, I will not respond. The reasoning is simple: this is a fast course and you should be starting the assignments as early as possible. If you chose to wait until the last minute to start it, that is not my responsibility to help you in this event. I am more than willing to help guide you through material, but only if you show me you are putting effort into the work. Part of the effort is measured by how early you begin assignments or studying for exams.

Note that this also applies to the submission of assignments. If you chose to submit last minute and are worried about it being processed, then you should reach out to me at least 24 hours before the assignment is due. If you submit past that time mark, I will not respond to your inquiry.

### **Exams**

There will be two exams, the midterm and final. It will be worth 20% of the final grade. You will be allowed an hour and a half to complete the exam. Make-up exams are not encouraged, however if it is absolutely necessary to miss an exam, notification must be given BEFORE the exam in a written form at a **MINIMUM** of two weeks prior to the exam. Failure to inform me anytime less than two weeks prior will result in a 0. The **ONLY** exception is if it is some form of medial emergency and the proper documentation must be presented. Otherwise a make up exam will not be allowed. Any makeup must be completed before the exams are returned to the class, which generally will be the session following the exam. Exams will be through Canvas. Please ensure that you have either a laptop or an iPad or tablet to take the exam. If you don't have this, then let me know early so we can work out an arrangement. Suggestions for studying for the exam: Attend the class, listen to in class discussions, read the book chapters and DO PROBLEMS!

### **Microsoft Excel**

This course will be using Microsoft Excel. Please ensure that you have this installed. I personally will be using OpenOffice Calc or Google Sheets during lectures, assignments and in the notes. The concepts all carry over into Excel. I will show you the equivalent tools in Excel and how to use them. If you want to follow along exactly with me, you can download Open Office. We will cover some of the basics in class just in case you have forgotten a thing or two. After the review session, I expect you practice in it, since we will be having quite heavy usage of it in this course.

**Facebook, Communication with Professor and Extra Credit**

I try my best to remain in consistent and constant contact with all of you. As such, I want to be very VERY clear on this. My two primary sources of communication is Facebook and Gmail. You have a specific email for this course (see above). If you email me at any other email, you will not get a response. In addition, while I can communicate via email, ALL class announcements will be posted on Facebook. Please note that Canvas or any other tool will NOT be used to post announcements. What does this mean for you? It means if you have a Facebook account, you must add me as a friend. I HIGHLY encourage you to adjust your privacy settings if you do not wish to have your content show on my news feed. If you still feel uncomfortable adding me as a friend, open up a separate account. EVERY student is required to have Facebook. If you have never used it, open an account and start using it.

I highly encourage you to reach out to me over FB messenger RATHER THAN email. My reasons for this are (1) I will be much more inclined to answer questions more quickly. A conversation can easily answer your questions in 5 minutes versus us playing email tag which can take over 5 hours. (2) I have a solid record of who I am in communication with. Which means I am able to see more easily who is struggling and who is not, and how to properly adjust class lectures to adapt to the dynamics of the class. (3) Most of you have Facebook and are probably on it more often than your own emails.

As such, Facebook will be used as this course's primary communication and learning medium. I will post articles and videos related to the lecture that I recommend you read/watch. Please note that if you FB Message me, I may not get back to you that instant depending on what time of the day it is. Be patient, but if I don't respond within 12 hours, be persistent. If I haven't gotten back to you in less than 12 hours, that means I most likely looked over your message by mistake. In other words, "bug the heck out of me" until I answer.

If you wish to do so, you are welcome to share articles and videos which will help advance the learning experience of the course. By every post you write, video you share on my wall or comment you write on any post on my wall, you earn 0.1 extra credit points on your FINAL grade (up to a MAX of 3 points (aka 30 comments/posts). You only have 3 weeks, which means you need to write about 10 posts/comments a week to get the full 5 points. There is A MAX of 10 comments/posts per week. Any over this will NOT be counted. At the end of the semester I will tally up all the posts/comments and tack on the extra points you earned. In addition, the posts and comments MUST be relevant to the course. Questions about exams, tests, or anything in general do NOT count. Comments must be a unique contribution to the class discussion and the posts/videos/articles must pertain directly to a specific topic that we discuss in class.

A word of caution. While I want to encourage ACADEMIC debate and argumentation, I highly DISCOURAGE illogical and irrelevant material that is posted. Please stay away from hot topics that are politically motivated (gun control, abortion, race issues, climate change, elections, etc...) These have nearly nothing to do with our course. If sharing of any articles that pertain to a political topic is performed, your post will be removed and you will be warned. Do it more than once and you loose any and all opportunity for extra credit. I want everyone to have RESPECT for everybody's perspective. However, this is an apolitical course, and NO political material should be present on my wall from students. Respect each other and learn from each other!

**Tentative\*\* Course Outline**

<b>Date</b>	<b>Class Number</b>	<b>Topic</b>	<b>Chapters</b>	<b>Due Dates</b>	<b>Notes</b>
9/3/2015	1	Introduction Organizing and Visualizing Data	1.1,1.3,1.4 2.1,2.2,2.3,2.4,2.5,2.6, 2.7		
9/10/2015	2	Organizing and Visualizing Data	1.1,1.3,1.4 2.1,2.2,2.3,2.4,2.5,2.6, 2.7		
9/17/2015	3	Numerical Descriptive Measures	3 (Intro), 3.1,3.2,3.3,3.4,3.5		
9/24/2015	4	Numerical Descriptive Measures (cont...)	3 (Intro), 3.1,3.2,3.3,3.4,3.5		Assignment 1 is posted (Covers classes 1,2,3,4)
10/1/2015	5	Basic Probability  Discrete Probability Distributions	4.1,4.4 5.1,5.2,5.3 6.1	Assignment 1 is Due on 10/1 at 11:59pm	Assignment 2 is posted (Covers classes 5,6)
10/8/2015	6	Continuous Probability Distributions and The Normal Distribution,  Review for Midterm Exam	6.2,6.3 Review Sheet	Assignment 2 is due on 10/12 at 11:59pm	
10/15/2015	7	<b>Midterm Exam</b>			
10/22/2015	8	Sampling and Sampling Distributions	7.1,7.3,7.4,7.5, 7.2		Assignment 3 is Posted
10/29/2015	9	Confidence Interval Estimation  Fundamentals of Hypothesis Testing: One-Sample Tests	8.1,8.2,8.3,8.4 9.1,9.2,9.3,9.4	Assignment 3 is Due	Assignment 4 is Posted

11/5/2015	10	Two-Sample Tests and One-Way ANOVA	10.1,10.2,10.3,10.4	Assignment 4 is Due	Assignment 5 is Posted
11/12/2015	11	Chi-Square Tests	11.1,11.2,11.3	Assignment 5 is Due	Assignment 6 is Posted
11/19/2015	12	Simple Linear Regression	12(Intro), 12.1,12.2,12.3,12.4,12.5,12.6,12.7,12.8,12.9	Assignment 6 is Due	Assignment 7 is Posted
11/26/2015	13	Thanksgiving Break!			
12/3/2015	14	Multiple Linear Regression	13.1,13.2,13.3,13.4	Assignment 7 is Due	
12/10/2015	15	Review for Final Exam			

**\*\*This schedule may be amended or changed at any time as necessary based on the Professor's discretion\*\***