



THE UNIVERSITY OF TEXAS AT AUSTIN
MCCOMBS SCHOOL OF BUSINESS

STA309 Syllabus

Course Name: Elementary Business Statistics
Unique Number: 04067/04070/04075
Classroom: UTC3.112/GSB2.126/GSB2.126

PROFESSOR

Bin Gu

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COURSE OBJECTIVE

This course concentrates on the practice of statistics as a management tool for understanding business environment and making informed decisions. Upon completion of the course you should be able to:

1. Frame and formulate management decision problems;
2. Understand the basic concepts underlying quantitative analysis;
3. Use sound judgment in the applications of quantitative methods to management decisions; and
4. Interpret and evaluate results of quantitative analysis.

Many of you will start your career as a business analyst, marketing analyst, or financial analyst and later become senior managers in the respective field. Throughout your career, you will either produce or consume quantitative analysis and make decisions based on the analysis. It is my hope that what you learn in this class would provide you a good foundation to make sound decisions.

To achieve the objective, I am planning on a highly interactive class environment with real life projects and case discussions. I also would like to

emphasize that statistics is not about formula, but about asking the right question and answering it correctly and objectively.

WEB PAGE <http://courses.utexas.edu>

This course will use a password-protected class web site. Syllabi, notes, videos, assignments, and other resources will be available within this site. Site activities will include submission of homework assignments and posting of grades. If you do not want your names included in the electronic class roster, please contact the Office of the Registrar, Main Building, Room 1. For information on restricting directory information see: <http://www.utexas.edu/student/registrar/catalogs/gi00-01/app/appc09.html>. If you have restricted your directory information, please see me to identify yourself.

Login to the course website using your UT EID. You should be able to use the website on computers running Windows, Internet Explorer, Excel and the Adobe Acrobat Reader. If you have difficulty, you can get help from the ACITS Help Desk (475-9400). Alternatively, you may choose to work in the [CBA labs](#).

TEXTS

The Practice of Business Statistics, Using Data for Decisions, First Edition, by David Moore, George McCabe, William Duckworth, and Stanley Sclove, W.H. Freeman and Company, 2003.

CPS response pad and registration. The response pad can be obtained at the University Coop and the registration is obtained at <http://www.einstruction.com>.

Course Pack will be available after the completion of the first unit. It contains HBS cases: Pilgrim Bank (A), (B), (C) and A-Rod: Signing the Best Player in Baseball.

Recommended: *Upgrade Study Pack to accompany The Practice of Business Statistics*

GRADING

The idea of grading is to make sure you have learned the material. Grades are required, but low grades are an indication that both you and I have failed to do our job. If you are having problems, don't let them slide until the end.

Class participation	5%
Homework (6)	20%
Projects	25%
Mid-term	25%
Final Exam	25%

The course grading scale: A 90-100, B 80-89, C 70-79, D 60-69, F below 60.

HOMEWORK

Statistics is a cumulative subject that requires frequent practice. If one topic is confusing, the next is likely to be more so. To address this, it is necessary for you to practice statistics on a frequent basis. The six homework assignments are designed to keep you current in the course. The assignments are available online on the course web page. It is recommended that you work on assignments independently.

You may open an assignment (and even print it out) several times before submitting your answers. Click on the Submit button (at the bottom) when you are done. Assignments must be completed by midnight on Friday. It is recommended that you do not wait until the last minute to complete assignments. This will allow for any unexpected difficulties (with the material, website, etc.). **Each assignment is worth 4 point. I will drop the lowest HW grade in calculating the final grade for homework assignments.**

CLASS PARTICIPATION

You are expected to obtain a CPS response pad and to bring it to class every day. You will need to register the pad at <http://www.einstruction.com>. The cost of the registration is \$15 for a one semester use. Your class participation grade will be determined from the responses that you provide in class.

EXAMS

Mid-semester exam for this semester are scheduled in class for Monday, March 5. The final exam will be given at the time specified in the official course schedule.

You may bring one 8.5" by 11" page (both sides) of notes to the mid-term and three pages to the final exam. Necessary distributional tables will be provided with the test; no formulas will be provided. You may bring a calculator to the exams. **The final exam will be cumulative.**

PROJECTS

There will be three projects to be completed for this class. The projects are from HBS cases and examples of real problems. The projects are designed to give you practical experience analyzing real-world data that you will obtain yourself. You will apply statistical concepts that you learn in this class. The projects can be completed individually or in groups of no more than three individuals.

COMPUTING

The practice of statistics requires a fair amount of numerical calculations. We will use Microsoft Excel for statistical computations and graphics. It is also useful to have a calculator that does "two-variable statistics," that is, which calculates not only mean and standard deviation, but also the correlation and the least-squares regression line from keyed-in data. Two-variable calculators are available for \$25 or less. A graphing calculator is not required for this course.

The McCombs School of Business has 2 computer labs with Dell computers: CBA 5.304/5.325(MOD Lab) and CBA 5.322(Millennium Lab). [Lab hours](#) are extensive both in the [CBA labs](#) and the [SMF](#). You must have an [ITS](#) computer account to use the labs. The datasets to individual homework assignments are available as you work.

GETTING HELP

My TA and I are eager to help you during office hours. Recitations for statistical functions in Excel will be also scheduled when necessary. If you can not make to the office hours, please feel free to make appointment with us. Please also let me (or the TA) know (anonymously, if you wish) what is going right and what is going wrong with lectures, homework, content, etc.

SCHOLASTIC DISHONESTY

The [McCombs School of Business](#) has no tolerance for acts of scholastic dishonesty. The responsibilities of both students and faculty with regard to scholastic dishonesty are described in detail in the [Policy Statement on Scholastic Dishonesty for the McCombs School of Business](#).

By teaching this course, I have agreed to observe all of the faculty responsibilities described in that document. By enrolling in this class, you have agreed to observe all of the student responsibilities described in that document. If the application of that Policy Statement to this class and its assignments is unclear in any way, it is your responsibility to ask me for clarification. Policy on Scholastic Dishonesty: Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and/or dismissal from the University. Since dishonesty harms the individual, all students, and the integrity of the University, policies on scholastic dishonesty will be strictly enforced. You should refer to the [Student Judicial Services](#) website or the [General Information Catalog](#) to access the official University policies and procedures on scholastic dishonesty as well as further elaboration on what constitutes scholastic dishonesty.

Scholastic dishonesty in this course includes copying or collaborating during an exam, discussing or divulging the contents of an exam with another student

who will take the test, and use of homework solutions from another student or semester.

STUDENTS WITH DISABILITIES

The University of Texas at Austin provides upon request appropriate academic accommodations for qualified students with disabilities. This includes students with learning disabilities. For more information, contact the [Office of the Dean of Students](#) at 471-6259, 471-4641 TTY.

COURSE SCHEDULE

Topic	Assignments
Unit 1: Data Description	HW1
Unit 2: Sampling and Estimation	HW2, P1
Unit 3: Hypothesis Testing	HW3, Mid-term
Unit 4: Regression Basics	HW4, P2
Unit 5: Multiple Regression	HW5
Unit 6: Decision Analysis and Forecasting	HW6, P3

*Chapter 12 can be downloaded from the course web site.