

Business Analytics II

BUAL 3600/001 Spring 2014 (3 credit hours)

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Office Hours: Monday, Wednesday and Friday 2:00pm – 3:00pm or by appointment

Class Time & Place: Monday, Wednesday and Friday 1:00pm – 1:50pm (Lowder 154)

Prerequisites: MATH1680 and MNGT2600 or equivalent; COMP 1000 (may be taken as a co-requisite)

Required Course Materials:

1. *Business Analytics: Second custom edition for Auburn University* (ISBN 978-1-256-134333), which is based on *Business Statistics* (2012) by Sharpe, N.R., De Veaux, R.D., and Velleman, P.F. The publisher is Pearson Learning Solutions. This is the same text which was used in MNGT 2600, Business Analytics I. **Syllabus:** Selected topics, mostly from Chapters 10-20 and Chapter 25 of the text, will be covered as time permits.

2. **Lecture Slides:** These are available for download from Canvas.

Course Objectives:

- Understand the importance of data-driven business decisions.
- Learn the basics of statistical inference for use in business decisions.
- Build regression models for estimation and prediction in business.
- Learn the basics of forecasting/predictive business modeling.
- Learn the basics of business decision models that incorporate risk.

I am here to help you with all aspects of this course. I want you to do well, but I cannot help you if you do not come to class or office hours. Make an appointment, if necessary. Furthermore, understanding many of these topics requires understanding the topics that have come before. This means that it may take several class days to cover a particular topic and missing one lecture will lead to your being confused about the subsequent lectures.

REQUIREMENTS AND GRADING:

First Midterm Exam.....	20%
Second Midterm Exam.....	20%
Third Midterm Exam.....	20%
Final Exam.....	20%
Mini-Cases (2 cases for 6% each)	12%
In-class work and Quizzes.....	8%

Exams: Four exams will be given during the semester: three Midterm Exams and one Final Exam. Exams will cover material in the readings, lectures, lecture slides, quizzes and homework. **Students should bring an 8.5 X 11 blue scan sheet, #2 pencil, basic calculator, eraser, and Student ID to all exams and quizzes.**

Make-up Exams: In the event that a student misses an exam and provides a University approved excuse in accordance with the following guidelines within one week of the regularly scheduled exam, the student will be given the opportunity to makeup the missed exam. Lack of preparation for an exam is not a valid excuse and students should not be tempted to "fake" a doctor's excuse due to lack of preparation. The penalty for this is severe and could affect you for the rest of your career. I personally contact the physician's office to verify that you were seen at the office and that you were too ill to take the test. This makeup exam will cover the same material that was covered on the missed exam. **If a student fails to provide sufficient documentation of the absence or the absence is not a University**

approved excused absence, the student will receive a zero for the missed exam. ALL STUDENTS MUST TAKE ALL EXAMS. It's your responsibility to notify your teacher immediately of a missed exam and make arrangements for any missed work. Photocopies of an excuse will not be accepted. I must see the original excuse.

Homework: Small problem sets will be assigned following most every class. **Completing these homework assignments is a requirement of the course.**

Quizzes: Quizzes will be given, depending on how they logically fit with the material and length of the lectures.

Mini-Cases: Two brief cases, to be completed with a team, will be assigned during the semester. These are essentially expanded homework assignments which are designed to allow you to apply the statistical concepts to a business situation. You will be asked to form teams of 4-5 people and you will sign-up for a team early in the semester so that you may begin working with your team. Teams will be responsible for allocating the work among their members. You will be required to turn in the case report. Each case is worth 6% of the course grade. The mini-cases will be evaluated on the quality of both your analysis and explanation. More detailed information for the cases will be available on Canvas.

Attendance: According to Auburn University policy, students are expected to attend all scheduled classes. Attendance will be recorded daily.

Communication: I will use your Auburn University e-mail address ([userid@auburn.edu](mailto:user@auburn.edu)) for course communication. It is your responsibility to contact the Information Technology Help Desk to have this address forward mail to the e-mail address that you regularly check.

Academic Honesty: All academic honesty violations or alleged violations of the Student Academic Honesty Code (see SGA Code of Laws in the *Tiger Cub*) will be reported to the Office of the Provost, which will then refer the case to the Academic Honesty Committee.

Grading Policy: Questions regarding grading must be resolved with your teacher within seven days after the scores are posted.

Grades will be given based upon A = 90%-100%, B = 80%-89%, C = 70%-79%, D = 60%-69%, and F=59% or less.

American with Disabilities Act (ADA):

Students who need accommodations are asked to electronically submit their approved accommodations through AU Access and to arrange a meeting during office hours the first week of classes, or as soon as possible if accommodations are needed immediately. If you have a conflict with my office hours, an alternate time can be arranged. To set up this meeting, please contact me by e-mail. If you have not established accommodations through the Office of Accessibility, but need accommodations, make an appointment with the Office of Accessibility, 1228 Haley Center, (334) 844-2096.

Contingency Plan for Emergencies: If normal class activities are disrupted due to illness, emergency, or crisis situation (such as an H1N1 flu outbreak), the syllabus and other course plans and assignments may be modified to allow completion of the course. If this occurs, an addendum to your syllabus and/or course assignments will replace the original materials. In order to complete the course material, lectures may be videotaped and posted for students to view.