Stat 2103 - Statistical Business Analytics, Section 003, CRN 53698
Fall 2023
10:40am – 11:50am, MWF
Alter035

Professor William W.S. Wei
    1810 Liacouras Walk, Room 384
    Office Hours: 12:50pm-1:50pm, MW
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Course Description:

    This course will cover the fundamentals of data description, data analysis, and graphical
    methods with applications to business problems. Topics include random variables,
    discrete and continuous distributions, estimation of parameters, and hypothesis testing.
    Students will gain proficiency in simple and multiple regression models and forecasting.
    Excel will be used for data analysis and to reinforce topics taught in class.

Prerequisites:
    Student MUST have completed and earned a grade of C- or better in Stat 1001 (or in
    Math 1021, Math 1022) AND C- or better in Stat 1102 (or Math 1031, Math 1041,
    Math 1941, Stat 1902). The Dean's Office has a policy to un-register students who
    have enrolled without meeting the course prerequisite. If you have not met the
    prerequisite, or are uncertain, please contact your Academic Advisor.

Fox BBA Learning Goals & Objectives:
    1. Demonstrate business knowledge needed to make business decisions.
        a. Apply a core body of discipline-specific knowledge to business situations and
           problems.
    2. Apply critical thinking to business problems.
        a. Use integrated business knowledge to identify problems, generate solutions, and
           develop reasoned conclusions.
        b. Understand the ethical, legal, and social responsibilities of individuals and
           organizations
    3. Apply quantitative reasoning skills to make recommendations and business decisions.
        a. Apply quantitative analysis and interpretation to business problems.
        b. Use data to analyze business decisions.
        c. Use software to analyze and implement business decisions.
    4. Apply effective business communication techniques to business situations.
        a. Effectively present ideas in writing.
        b. Effectively present ideas orally.
        c. Effectively present ideas visually.
        d. Effectively work in teams.

Course Learning Objectives	BBA goals/objectives
Reading and understanding information given in various formats (e.g., graphs, tables, figures, mathematical formulas, or in text).	1a, 3a, 3b, 3c, 4a, 4b, 4c, 4d
Interpreting quantitative information and drawing inferences from it.	3a, 3b, 3c
Solving business problems using arithmetic, algebraic, geometric, or statistical methods.	2a, 3a, 3b, 3c
Estimating answers and checking for reasonableness.	2a, 2b, 3a, 3b, 3c
Communicating quantitative information: verbally, numerically, algebraically, or graphically.	4a, 4b, 4c, 4d
Recognizing the limitations of mathematical or statistical methods.	2b, 3a
Use cross-disciplinary knowledge to identify problems and their causes, generate alternative solutions, and arrive at reasoned conclusions.	1a, 2a, 2b, 3a, 3b, 3c
Understand and apply Statistics to business problems.	1a, 2a, 2b, 3a, 3b, 3c, 4a, 4b, 4c, 4d

Students will achieve the course objectives by:
1. Practicing and reinforcing Excel skills, spreadsheet organization and design
2. Using Exploratory Data Analysis
3. Using statistical methods to solve business problems

Attendance Protocol and Your Health:
> To achieve course learning goals, students must attend and participate in classes, according to your instructors' requirements. However, if you feel unwell or if you are under quarantine or in isolation because you have been exposed to the virus or tested positive for it, you should not come to campus or attend in-person classes or activities. It is the student's responsibility to contact their instructors to create a plan for participation and engagement in the course as soon as they are able to do so, and to make a plan to complete all assignments in a timely fashion, when illness delays their completion.

Text & Materials:
- Textbook: *Statistics for Business and Economics*, by McClave, Benson & Sincich, 14th Edition.
- MyStatLab: MyStatLab is required for this course. You have the option of purchasing the online book and access code via MyStatLab, or you may purchase a hard copy of the textbook that includes an access code. You will register for MyStatLab directly through

Canvas. This will be discussed in class. *Note: Do not buy used books as this will not give you access to MyStatLab.*

Technology:
Excel will be used for data analysis in this course. You are required to bring a laptop to class. You must also bring a calculator with scientific functions to every class.

Expectations for Class Conduct
The best way to maintain a safe and focused learning environment is for everyone to get vaccinated. We all need to follow the university guidance on masking as well. For your general health and well-being, hand washing and monitoring your health is still highly recommended.

Attendance, Exams, and Grade:
Homework and quizzes: 25%; two midterms: 20% each; and comprehensive final: 35%. There will be no makeup exams. If you miss an exam, it will be recorded as a zero. Attendance is required. Arriving late or leaving early without prior permission of the instructor will be considered an absence. Each student is responsible for all materials covered or assignments made in any class they have missed. If a student misses five classes, their final course grade will be reduced by one letter grade. Students with six or more absences will receive a final course grade of "F". Missing the Final Exam will result in an automatic grade of 'F' for the course.

CANVAS & TUMAIL
It is your responsibility to make certain you can access the Canvas and your TUMAIL. The use of Canvas and TUMAIL is required by all students for this course.

Cheating and Plagiarism:
They are serious offenses and will not be tolerated and will be referred to the Dean's office for further disciplinary action.
Cell phone/PDA policy, you will be asked to leave the class if you are caught texting/emailing/etc which will result in an absence.

Services at the Student Success Center: Charles Library, Rooms 230 and 340

College can be demanding whether you are a freshman or an upper classman and that's why you should come to the Student Success Center. The Center offers a wide range of services to help students succeed at Temple and beyond!

Need Tutoring? Our tutors are waiting to work with you! Come on in for a walk-in session today – just be sure to have your questions ready to go.

Need a Coach? All of our coaches are here to help you develop your learning and study

skills for any and every course you are in! Stop on by for a walk-in session or make an appointment with one today.

University Calendar:

Classes Begin: Monday,, August 28
Last day to add or drop a course: Monday, September 11
Midterm progress ratings, Monday, October 2
Fall Break: Monday, November 20 to Sunday, November 26
Study days: Tuesday, December 12
Final: Wednesday, December 13 – Friday, December 15