I. Course Information

Title: Business Analytics I  
Course #: BANA2081 (001)  
Credit Hours: 3  
Term: Summer 2017 – Term 1  
Location: Section 001: 8:00 AM – 11:00 AM Lindner 111  
Prerequisites: MATH121, MATH174, MATH224, MTH225, MATH225H, MATH226, or MATH226H

II. Instructor Information

Name: Dr. Denise L. White  
Title: Assistant Professor – Educator in Operations, Business Analytics, and Information Systems (OBAIS)  
Office Information: LCB, Room 516  
Office: (513)556-2228  
Email: whited5@ucmail.uc.edu  
Office Hours: TA – Nitisha Adhikari will hold office hours. Times To Be Determined and will be posted at a later date.  
Communication Policy: Students are encouraged to contact the instructor via email. A response will be given within 24 hours. If the instructor will not be available for 24 hours, a notice will be posted on Blackboard.

III. Link to Pace

This course aligns with PACE, the Lindner College of Business platform for developing the total business professional.

Professionalism – Students will acquire and refine the soft-skills necessary to effectively lead and perform in business and social situations.

Academics – Students will gain a breadth and depth of knowledge of business functions and general education, developing and applying strong analytical and problem-solving skills.

Character – Students will build a solid base of the mental and cultural competencies necessary to contribute to their organizations, professions, and the global community.
Engagement – Students will understand the importance of commitment to and active participation in experiences valued to their professional fields and for personal growth and development.

IV. Course Materials


Materials can be purchased from the bookstore or directly through Cengage (at a discounted price) using this link: [http://www.cengagebrain.com/course/1551500](http://www.cengagebrain.com/course/1551500)

Those purchasing at the bookstore will need the following information.

Required:
- Anderson/Sweeney/Williams/Camm- LMS Integrated MindTap® Business Statistics with XLSTAT, 1 term (6 months) Instant Access for
- Anderson/Sweeney/Williams/Camm/Coohan's Statistics for Business & Economics
  ISBN: 9781305948044

Optional:
  ISBN: 9781337358668

*Other Required Resources:* Students are required to bring their laptops to each class session. Laptops can be tools or distractions. Be courteous. Excel 2016 for Windows will be used in the text and the lectures. Students may purchase Microsoft Office 2016 at a discounted price at the UC Bookstore. Mac users can run Windows using Mac’s Boot Camp (supported by LCB IT staff), or access the computer labs Windows environment using VMware. [http://business.uc.edu/technology/services/ucvlabs.html](http://business.uc.edu/technology/services/ucvlabs.html)

V. Course Description

This course develops fundamental knowledge and skills for applying statistics to business decision making. Topics include descriptive statistics, probability distributions, sampling, confidence intervals, hypothesis testing and the use of computer software for statistical applications.

VI. Student Learning Outcomes

Upon successful completion of this course, the learner will be able to:

1. Organize and summarize data using appropriate descriptive statistics and graphical methods.
2. Understand the concept of probability and be able to calculate probabilities required in order to perform statistical inferences.
3. Understand the concept of a random variable and use discrete and continuous random variables and their corresponding distributions to calculate probabilities.

4. Understand the concept of a sampling distribution and be familiar with the primary sample statistics and their distributions.

5. Estimate population parameters using point estimates and confidence intervals.

6. Given a research question, formulate appropriate null and alternative hypotheses, choose a test statistic, describe the rejection criteria, make a decision using a critical value and/or p-value, and draw an appropriate business conclusion.

VII. Instructional Methods (Including Description about Bb)

The following course utilizes the Blackboard (Bb) Learning Management System to provide student-centered online learning that will enhance the teaching and learning process. Through a variety of instructional methods (e.g. discussion boards, video lectures, readings, online assessments, etc.) the learner will become immersed and engaged in the learning process. If you are not familiar with these tools, please visit https://kb.uc.edu/kbarticles/blackboard-landing.aspx.

VIII. Course Communication

University policy requires that the email set up in Blackboard is the primary means of communication. It is advisable that you use your UC email for this purpose and that you check it often. If you choose to change your email in Blackboard to a non-UC email it is your responsibility to ensure you check it frequently. Please see the attached Student Email Policy for more information: http://www.uc.edu/content/dam/uc/infosec/docs/general/Policy_StudentEmail.pdf.

IX. Course and Grading Policies

1. **Course Structure:** Changes to the syllabus, due dates, course requirements or grading requirements will be made as far in advance as possible. The posted syllabus on Blackboard will be updated when there are changes. All assignments, quizzes and exams will be submitted via Blackboard. When using the discussion boards, please make sure to abide by the rules of netiquette which are posted under course documents.

2. **Academic Integrity:** As with all Lindner College of Business efforts, in this course you will be held to the highest ethical standards, critical to building character. Ensuring your integrity is vital and ultimately is your responsibility. To help ensure the alignments of incentives, the Lindner College of Business has implemented a “Two Strikes Policy” regarding Academic Integrity that supplements the UC Student Code of Conduct (see: http://www.uc.edu/conduct/Code_of_Conduct.html)

   - All academic programs at the Lindner College of Business use this “Two Strikes Policy”; Any student who has been found responsible for two cases of academic misconduct may be dismissed from the College.
   - All cases of academic misconduct (e.g., copying other students assignments, failure to adequately cite or reference, cheating, plagiarism, falsification, etc.) will be formally reported by faculty; and
   - Students will be afforded due process for allegations as outlined in the policy.
   - Students violating the academic integrity policy will receive a zero on the assignment, quiz or exam for which the offense occurred and this zero cannot be excluded from the final grade calculation. (For example, it cannot be one of the nine quiz grades that
3. **Disability**: Students with disabilities who need academic accommodations or other specialized services while attending the University of Cincinnati will receive reasonable accommodations to meet their individual needs as well as advocacy assistance on disability-related issues. Students requiring special accommodation must register with the Disability Services Office. [http://www.uc.edu/aess/disability.html](http://www.uc.edu/aess/disability.html)

4. **Counseling Services, Clifton Campus**: Students have access to counseling and mental health care through the University Health Services (UHS), which can provide both psychotherapy and psychiatric services. In addition, Counseling and Psychological Services (CAPS) can provide professional counseling upon request; students may receive five free counseling sessions through CAPS without insurance. Students are encouraged to seek assistance for anxiety, depression, trauma/assault, adjustment to college life, interpersonal/relational difficulty, sexuality, family conflict, grief and loss, disordered eating and body image, alcohol and substance abuse, anger management, identity development and issues related to diversity, concerns associated with sexual orientation and spirituality concerns, as well as any other issue of concerns. After hours, students may call UHS at 513-556-2564 or CAPS Cares at 513-556-0648. For urgent physician consultation after-hours students may call 513-584-7777.

5. **Title IX**: Title IX is a federal civil rights law that prohibits discrimination on the basis of your actual or perceived sex, gender, gender identity, gender expression, or sexual orientation. Title IX also covers sexual violence, dating or domestic violence, and stalking. If you disclose a Title IX issue to me, I am required forward that information to the Title IX Office. They will follow up with you about how the University can take steps to address the impact on you and the community and make you aware of your rights and resources. Their priority is to make sure you are safe and successful here. You are not required to talk with the Title IX Office. If you would like to make a report of sex or gender-based discrimination, harassment or violence, or if you would like to know more about your rights and resources on campus, you can consult the website [www.uc.edu/titleix](http://www.uc.edu/titleix) or contact the office at 556-3349.

6. **Missed and/or late examinations, quizzes, and graded exercises**: No assignments, quizzes, or exams will be accepted after the stated due date.

7. **LCB Weather Related Protocol**: When inclement weather threatens the safety of the University of Cincinnati community, the Senior Vice President for Administration and Finance may invoke University Rule [3361: 10-55-01](http://www.uc.edu/aess/disability.html) and declare an emergency closing.

   The Lindner College of Business will observe the university emergency closing protocol for all on-campus classes. During a university emergency closing, all college offices will be closed.

   Students should clarify with their course instructors how the closure will affect assignments and deadlines, and whether class information from the missed session(s) will be posted on Blackboard, and/or if the class will meet virtually during the closure.

   **In the event of inclement weather and the university is closed, the closure will not affect online courses. All course assignments and activities will remain as scheduled in the course syllabus.**
8. **Criteria for letter grades:**

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Homework</td>
<td>25%</td>
</tr>
<tr>
<td>Quizzes</td>
<td>20%</td>
</tr>
<tr>
<td>Mid-term Exams (2)</td>
<td>30%</td>
</tr>
<tr>
<td>Final Exam</td>
<td>25%</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
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</tbody>
</table>

**Grading Scale**

<table>
<thead>
<tr>
<th>Percentage Range</th>
<th>Grade</th>
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</thead>
<tbody>
<tr>
<td>93 – 100%</td>
<td>A</td>
</tr>
<tr>
<td>90 – 93%</td>
<td>A-</td>
</tr>
<tr>
<td>87 – 90%</td>
<td>B+</td>
</tr>
<tr>
<td>83 – 87%</td>
<td>B</td>
</tr>
<tr>
<td>Below 80%</td>
<td>C-</td>
</tr>
<tr>
<td>67 – 69%</td>
<td>C</td>
</tr>
<tr>
<td>60 – 67%</td>
<td>C-</td>
</tr>
<tr>
<td>80 – 83%</td>
<td>B-</td>
</tr>
<tr>
<td>67 – 69%</td>
<td>B</td>
</tr>
</tbody>
</table>

**Description of Assignments:**

- **Homework:**
  - Most homework assignments will be submitted on-line using MindTap and others will be submitted using Blackboard. Each homework assignment regardless of points is of equal value in the final grade. The typical MindTap assignment takes about two hours. The lowest homework score will be dropped from the final grade. MindTap can be accessed directly from Blackboard. The semester cost for MindTap is approximately $80 and contains an eBook version of the class text. However, if you would prefer a hard copy of the text, you may purchase a copy of the book. **All homework assignments will be due at midnight on the assigned due date unless otherwise specified.**

- **Quizzes:**
  - There will be 2 quizzes in Blackboard during each class session except during sessions when a mid-term exam is taken. Quizzes can only be taken in class. The four lowest quiz scores will be dropped from the final grade.

- **Mid-term Exams & Final Exam:**
  - Two mid-term exams and a final exam will be given. Students are expected to take all of the mid-terms. All students must take the cumulative final exam. Exams will be a combination of multiple choice and computational questions that may require the use of Excel. Like quizzes, all exams will be completed in class through Blackboard. The exams will be open book and open notes.

9. **Teacher Evaluation:** Students are requested to complete the Teacher Evaluation in Course Eval at the end of the semester. If 50% of a section participates, then the section will receive credit for an additional homework assignment.

10. **Course Schedule**

<table>
<thead>
<tr>
<th>Date</th>
<th>Learning Outcomes</th>
<th>Material</th>
<th>MindTap Assignments – Due at 11:00 AM</th>
</tr>
</thead>
<tbody>
<tr>
<td>9-May</td>
<td>1</td>
<td>Introduction &amp; Chapter 1</td>
<td>Quiz 1A and Quiz 1B</td>
</tr>
<tr>
<td>11-May</td>
<td>1</td>
<td>Chapter 2</td>
<td>Quiz 2A and Quiz 2B</td>
</tr>
<tr>
<td></td>
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<td></td>
<td>Example Assignment (On Blackboard)</td>
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<tr>
<td>16-May</td>
<td>1</td>
<td>Chapter 3</td>
<td>Quiz 3A and Quiz 3B</td>
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<tr>
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<td></td>
<td></td>
<td>Microsoft Excel Graded Tutorial Chapter 2</td>
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<tr>
<td>18-May</td>
<td>1</td>
<td>Chapter 4</td>
<td>Quiz 4A and Quiz 4B</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>Chapter 3 – Descriptive Statistics Assignment</td>
</tr>
<tr>
<td>23-May</td>
<td>1</td>
<td>Exam 1</td>
<td></td>
</tr>
<tr>
<td>Date</td>
<td>Day</td>
<td>Chapter</td>
<td>Assignment/Activity</td>
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</table>
| 25-May  | 1   | Chapter 5 | Quiz 5A and Quiz 5B  
Chapter 4 - Introduction to Probability Assignment |
| 30-May  |     | Chapter 6 | Quiz 6A and Quiz 6B  
Chapter 5 - Discrete Prob Dist Assignment |
| 1-Jun   | 1   | Chapter 7 | Quiz 7A and Quiz 7B  
Chapter 6 - Continuous Prob Dist Assignment |
| 6-Jun   | 1   | Chapter 8 | Quiz 8A and Quiz 8B  
Chapter 7 - Sampling Assignment |
| 8-Jun   | 1   | Exam 2   |                     |
| 13-Jun  | 1   | Chapter 9 | Quiz 9A and Quiz 9B  
Chapter 8 - Interval Estimation Assignment |
| 15-Jun  | 1   | Chapter 10| Quiz 10A and Quiz 10B  
Chapter 9 - Hypothesis Tests Assignment |
| 20-Jun  |     | FINAL EXAM    | Chapter 10 – Inferences about Means and Proportions with Two Populations Assignment |