

**STA309**  
**Elementary Business Statistics**  
Unique Number 04360, 04365, 04370

**PROFESSOR**

Dr. Greenberg  
Hours: Monday 12:30 – 2:00 pm, Tuesday 11:30 am – 1:00 pm  
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**TEACHING ASSISTANT**

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**COURSE MATERIALS**

MyStatLab at <https://pearsonmylabandmastering.com/students/register/>. Enter the Course ID greenberg39271 to register. Registration requires an Access Code that will be included with your textbook purchase or payment with a credit card or PayPal. **Use your UTEID for your username when you register.**

*Business Statistics*, Second Edition, by Sharpe, De Veaux, and Velleman, Addison Wesley, ISBN-10: 0-321-95508-0. You can choose to use only the e-book that is included with MyStatLab.

The bookstore will sell both a hardback and a “budget” looseleaf edition of the textbook packaged with the MSL access codes. You can order directly from the publisher at <http://www.mypearsonstore.com/bookstore/business-statistics-with-msl-access-card-package-0321955080>.

**GRADING**

Class participation and quizzes	10%
Homework	10%
Team projects	10%
Test 1	20%
Test 2	20%
Comprehensive final	30%

The grade on one test may be replaced with your grade on the final. Grades of 90 or above will earn an A (not an A-), 80 or above will earn a B or better, etc. Plus/minus grading will be used.

## **COURSE OBJECTIVE**

This course concentrates on the practice of statistics as a tool for learning about and making decisions in the business world. Upon completion of the course you should be able to think critically about data, use graphical and numerical summaries, understand the effect of randomness and sampling, apply standard statistical inference procedures, and draw conclusions from such analyses.

## **COURSE DESIGN**

STA 309 will use a blended design. Rather than simply listening to lectures in class, you will take an active role in your learning. You will have responsibility for learning new content online by watching videos and reading outside of class. In class, there will be quizzes to assess your understanding of the content, team activities, and active participation.

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

In addition to MyStatLab, this course will use Blackboard, a password-protected class web site. Syllabi, notes, assignments, and other resources will be available within this site. Site activities will include posting of grades.

## **HOMEWORK**

Statistics is a cumulative subject that requires frequent practice. The homework assignments are designed to give you the needed practice. The assignments will be available in MyStatLab. Assignments must be completed by midnight on their due dates. 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.).

Working the assigned problems is not sufficient to guarantee an A in the course. Your proficiency with statistics will improve with active practice; i.e., working problems and explaining your results. The textbook has many problems in each chapter for additional practice. Answers to odd numbered textbook problems are given in the back of the book. Many additional practice problems are available with the MyStatLab software.

## **TEAM PROJECTS**

There will be three team projects to be completed for this class. The assignments are examples of real problems. The assignments 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. Normally, all members of a group will receive the same grade for the projects. However, group members who do not fully participate in the project may have a grade reduced.

## **CLASS PARTICIPATION**

We will be using the Learning Catalytics system for class participation and quizzes. You are required to bring a mobile device (any device with a web browser such as a Smartphone, laptop, or tablet) to class every day. Your class participation grade will be determined from the responses that you provide in class. Students self-register with Learning Catalytics. To create your account, navigate to [learningcatalytics.com](http://learningcatalytics.com) (or use [lcatalytics.com](http://lcatalytics.com) as a shortcut). Click "Create student account." Click "I have a signup code," and then use the signup code JEAGXW3 to create an account. **When you register, enter your UTEID for the Student ID.**

## **TESTS**

Tests for this class will be given in the ModLab. To allow for 75 minute tests, your class time will be varied slightly on test days. You will have Excel and StatTools available during the test and you may use a calculator as well. You may bring one 8.5" by 11" page (both sides) of notes to the first test, two pages to the second test, and three pages to the third test. Necessary distributional tables will be provided; no formulas will be provided. You must bring a picture ID to each test. There will be no make-up tests. Your third test will be cumulative and the grade can replace one lower test grade. You must inform the professor in advance if you are going to miss a test due to observance of a religious holiday or an official university activity.

## **COMPUTING**

The practice of statistics requires a fair amount of numerical calculations. We will use Microsoft Excel 2010 with the Data Analysis Toolpak and StatTools (included in Palisade Decision Tools) for statistical computations and graphics. StatTools is available in McCombs computer labs or to download from <http://www.mcombs.utexas.edu/Tech/Computer-Services/COE.aspx> (very bottom of the page). You will need your UTEID and password to download the software. Both the Data Analysis Toolpak and StatTools are add-ins that only run only on Windows machines. If you use a Macintosh computer, you must use a Windows emulator such as VMWare Fusion which you can get from the SwatShop. Alternatively, you can use the computers in the Millennium Lab.

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. **BRING YOUR CALCULATOR TO CLASS EVERY DAY.**

## **LAPTOPS**

You may find it helpful to have a laptop (instead of a calculator) in class to use Excel for data analysis, participate using Learning Catalytics, and/or follow along on class notes.

## **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.

## **RELIGIOUS HOLY DAYS**

By UT Austin policy, you must notify me of your pending absence at least fourteen days prior to the date of observance of a religious holy day. If you must miss a class, an examination, a work assignment, or a project in order to observe a religious holy day, you will be given an opportunity to complete the missed work within a reasonable time after the absence.

## **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 BBA Program's Statement on Scholastic Dishonesty at <http://www.mcombs.utexas.edu/BBA/Code-of-Ethics.aspx>. By teaching this course, I have agreed to observe all faculty responsibilities described in that document. By enrolling in this class, you have agreed to observe all student responsibilities described in that document. If the application of the Statement on Scholastic Dishonesty to this class or its assignments is unclear in any way, it is your responsibility to ask me for clarification. 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, the integrity of the University, and the value of our academic brand, policies on scholastic dishonesty will be strictly enforced. You should refer to the Student Judicial Services website at <http://deanofstudents.utexas.edu/sjs/> to access the official University policies and procedures on scholastic dishonesty as well as further elaboration on what constitutes scholastic dishonesty.

Examples of scholastic dishonesty in this course include: copying or collaborating during assessments, discussing or divulging the contents of a quiz or exam with another student who will take the test, use of assignment solutions from another student or semester, and attempting to gain credit for course participation or quizzes while not actually in class.

## **CAMPUS SAFETY**

Please note the following recommendations regarding emergency evacuation from the Office of Campus Safety and Security, 512-471-5767, <http://www.utexas.edu/safety/>

- Occupants of buildings on The University of Texas at Austin campus are required to evacuate buildings when a fire alarm is activated. Alarm activation or announcement requires exiting and assembling outside.

- Familiarize yourself with all exit doors of each classroom and building you may occupy. Remember that the nearest exit door may not be the one you used when entering the building.
- Students requiring assistance in evacuation should inform their instructor in writing during the first week of class.
- In the event of an evacuation, follow the instruction of faculty or class instructors.
- Do not re-enter a building unless given instructions by the following: Austin Fire Department, The University of Texas at Austin Police Department, or Fire Prevention Services office.
- Behavior Concerns Advice Line (BCAL): 512-232-5050
- Further information regarding emergency evacuation routes and emergency procedures can be found at: [www.utexas.edu/emergency](http://www.utexas.edu/emergency).

## COURSE SCHEDULE

Topic	Start Date*	Reading/ Videos	Assignment Due Dates
Introduction	8/28	Chapter 1	
Data	8/30	Chapter 2	
Samples and Surveys	9/4	Chapter 3	
Categorical Data	9/6	Chapter 4	HW #1 – Sept 10
Quantitative Data	9/13	Chapter 5	HW #2 – Sept 17
Correlation and Regression	9/20	Chapter 6	HW #3 – Sept 24
Review	9/25		Test 1 – Sept 27
Team Project 1			Oct 1
Randomness and Probability	9/30	Chapter 7	HW #4 – Oct 8
Random Variables	10/4	Chapter 8	HW #5 – Oct 15
The Normal Distribution	10/14	Chapter 9	HW #6 – Oct 22
Sampling Distributions	10/21	Chapter 10	HW #7 – Oct 29
Review	10/30		Test 2 – Nov 1
Team Project 2			Nov 5
Confidence Intervals	11/4	Chapters 11-12	HW #8 – Nov 12
Testing Hypotheses	11/11	Chapter 13	HW #9 – Nov 19
Comparing Two Groups	11/20	Chapter 14	
Inference for Counts	11/25	Chapter 15	HW #10 – Nov 26
Review	12/4		
Team Project 3			Dec 6

\* You are expected to watch the introductory video for each Chapter **before class** on the start date.