Professor: Dr. Kim Melton  
Office: 132 Newton Oakes Center (Dahlonega)  
Email: kmelton@ung.edu (This is the only email account that I check regularly.)

Phone: (706) 867-2724

Office Hours  
4:00 – 5:15 Monday/Wednesday (on the Gainesville Campus: Nesbitt 5107)  
8:15 – 9:15 and 10:45 – 11:30 Tuesday/Thursday (Dahlonega Campus: NOC 132)  
Other times by appointment (or by chance—just drop by)

Meeting Location: Most Monday/Tuesday class meetings are in the traditional classroom (listed in Banner)  
Wednesday/Thursday class meetings are in the computer lab (Gainesville: Nesbitt 5100; Dahlonega: Newton Oakes 109)

Prerequisites MATH 2400 with a grade of at least C and some experience using spreadsheets

Course Description: A second course in statistical methods with special orientation to applications in business. Emphasis will be placed on application of statistical techniques, assessing their appropriateness, and communicating results to various audiences. Topics include data collection, sampling, data visualization, data analysis, model building using regression, and other statistical techniques. Statistical software is used extensively in the course. This course should be taken as soon as the prerequisite is satisfied.

Course Objectives: Upon completion of this course, students should be able to:
- select appropriate statistical methods to guide decision-making
- generate and use statistical output to analyze data
- identify the limitations of the statistical methods covered
- communicate how statistical studies were conducted and the results of those studies
- recognize ethical issues related to the collection and analysis of data and the communication of the results of the analysis

Texts and Other Required Support Material
1 and 2) Textbook and MyStatLab: These come together in a custom package available from the Dahlonega or Gainesville Campus Bookstore. The package includes selected chapters from Business Statistics, 3rd Edition by Sharpe, De Veaux, and Velleman in loose-leaf format and access to MyStatLab. MyStatLab provides electronic access to the entire textbook. Directions for accessing MyStatLab for your specific course or for alternative ways to obtain the required materials see links at the following website: http://faculty.ung.edu/kmelton/busa3110.html.
3) Access to the web (for download of software and access to other resources)
4) Access to JMP Statistical Discovery Software (JMP Pro version 12). This software is available for you to install on your own computer (Windows or Mac) and is included in your fees.
5) Access to Desire2Learn (D2L) e-Learning site for this course. After Drop/Add, all of my sections will use the D2L course set up for Section 1 (regardless of the section listed in Banner). Note: I have not integrated MyStatLab into D2L (i.e., these will require separate logins). The Course ID for Fall 2016 is melton17466.
6) Access to Microsoft Office. (see: http://blog.ung.edu/servicedesk/a-new-way-to-get-office/ for information on installing Office on your own computer without additional cost to you).
7) A stand-alone calculator (i.e., not the one on your phone or connected to a device that has internet access). The calculator should be able to do basic arithmetic and statistics (mean and standard deviation for one variable).
Course Topics: [In addition to textbook material, several modules will include outside readings that will be available electronically through the UNG Library, on the web, or posted to D2L.]

Module 1 Data - What is it, Types of data, How can we use it (Chapters 24 and 1) ~ 2 weeks
Module 2 Summarizing Data - Visually and Quantitatively (Chapters 2, 3, and 4) ~ 2 weeks
Module 3 Collecting “Good” Data (Chapter 8) ~ 2 weeks
Module 4 Inference for One Variable (Chapters 9-12) ~ 2.5 weeks
Module 5 Simple Linear Regression (Chapters 4, 15, and 16) ~ 2 weeks
Module 6 Multiple Regression and Model Building (Chapters 17 and 18) ~ 4.5 weeks

Grading (for details see the full syllabus):
Your grade will come from a combination of five different types of assignments—1) Required Homework in MyStatLab, 2) Chapter Quizzes in MyStatLab, 3) Instructor provided assignments (Computer Assignments for submission, In-Class Quizzes/Exercises, or Out-of-Class Quizzes), 4) Preparation and Participation Points, and 5) a Final Exam.

Weighting for assignments will be as follows (with a more complete description below):
MyStatLab Homework 16 points (based on the average)
MyStatLab Quizzes 16 points (based on the average)
Instructor Supplied Assignments 64 points (8 assignments at 8 points each)
Preparation and Participation 10 points
Final Up to 16 points (two 8 point problems)
These can replace two of your instructor supplied assignments.

MAX possible points = 106
You must earn at least 90 points to receive an A; 80 for a B; 70 for a C; and 60 for a D.

Final Exam Dates and Times (the Final will be held in the same Computer Lab we used during the semester)

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<tr>
<th>Regular Class Time</th>
<th>Final Exam – Date and Time</th>
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<tbody>
<tr>
<td>2:40 – 3:55 Monday / Wednesday</td>
<td>Monday, December 12, 2016 3:00 – 5:00</td>
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<tr>
<td>5:30 – 6:45 Monday / Wednesday</td>
<td>Monday, December 12 2016 5:30 – 7:30</td>
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<tr>
<td>9:30 – 10:45 Tuesday / Thursday</td>
<td>Tuesday, December 13, 2016 10:20 – 12:20</td>
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Assignment 1: Go to faculty.ung.edu/kmelton/BUSA3110.html and complete the assignment listed for August 22, 2016. Part of the homework requires you to bring some written material with you to class on Wednesday.