BUSA 3110 – Spring 2014
Statistics for Business – Brief Syllabus
(The Complete Syllabus is posted in D2L and on the Public Website)
3 semester hours

Professor: Dr. Kim Melton
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Office Hours  Dahlonega: Tuesday, Thursday: 8:30 – 9:30 and Wednesday: 8:30 – 10:30
              Gainesville: Tuesday, Thursday: 4:30 – 5:30
              other times by appointment (or by chance—just drop by)

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

Texts  1) Keller textbook and CengageBrain/Aplia bundle – includes selected chapters from
        Statistics for Management and Economics, 9th Edition by Keller (c) 2012 and an
        access code to the Aplia on-line learning system. The entire book is available online
        through Aplia.
        2) Melton Textbook, Statistics for Process Improvement Revised edition, Melton (c)
           2004, Cengage/Thomson Learning
        3) Material provided in the UNG’s Desire2Learn (D2L) site for this course
           D2L is accessible at https://ung.view.usg.edu/
           Information about how to access Aplia for BUSA 3110 is located in the News
           section of your D2L account and is posted at the public website:
        5) Public website: http://faculty.ung.edu/kmelton/BUSA3110.html
        6) Access to the web and Microsoft Excel 2010 for Windows is required for this
           course. See the section on Computer Software for more details.

Course Content
The course content will be delivered to introduce statistical techniques that can be used to answer
real-world questions. Statistical topics covered will include a review of MATH 2400 (including
descriptive and inferential statistics), using Excel for statistical studies, statistical thinking,
ethical issues related to statistics, data collection, sampling, regression, and statistical quality
control. Emphasis will be placed on understanding the concepts and seeing how the same
concepts are used in multiple scenarios.

Grading (For details about each, see the full syllabus)
• Required assignments:  4 quizzes, 3 in-class exercises, and 4 applied problems
• “Optional” assignments: see the full syllabus for the choices available here. If the only graded
  work that you complete in the class is the required assignments, you cannot earn a grade
  higher than a B.
• Final exam

Assignment 1: Go to the public website, read the full syllabus, and complete the assignment listed for
January 7, 2014. Part of the homework requires you to access some videos on-line and write up some
information related to the videos. Bring your write-up with you to class on Thursday along with any
questions you have about material in the syllabus.