BUAL 2310-02  Business Analysis I

Instructor: Dr. Ashraf El-Houbi

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Lectures: TR 11-12:15  GB 116

Office Hours: Tuesday 12:30-1:30, Thursday 12:30-1:30, and by appointment.

Feel free to stop by my office at any time when I am available.

Textbook: Textbook: Modern Business Statistics
by Anderson; Sweeney; Williams  3rd ed.
ISBN: 0324598270
978-0324598278

MISSION OF COLLEGE OF BUSINESS: The mission of the College of Business at Lamar University is to provide quality undergraduate and graduate business education in Southeast Texas to a diverse student population and thereby meet the needs of employers operating in a global environment characterized by rapid technological change.

COURSE DESCRIPTION: Introduction to the quantitative methods of analysis as applied to business problems. Topics of study include collection of data, statistical description, probability theory, probability distributions, sampling theory, estimation of parameters, and testing hypothesis.

COURSE OBJECTIVES/OUTCOMES: After completing the course, the student should be able to:

1. apply quantitative methods to analyze and solve real-world problems;
2. represent and evaluate basic statistical information verbally, numerically, graphically, and symbolically;
3. apply statistical methods that involve data collection, analysis and interpretation of the results. This will enhance the student’s critical thinking and assist them in understanding the application of statistics.
4. expand statistical reasoning skills and apply knowledge gained to make informed decisions to solve business problems;
5. learn Statistical software to interpret data to solve business problems.
Prerequisites: MATH 1325

Course Evaluation

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<thead>
<tr>
<th>Item</th>
<th>points</th>
<th>Date</th>
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<tbody>
<tr>
<td>Exam 1</td>
<td>100</td>
<td>(Feb. 10, 2011)</td>
</tr>
<tr>
<td>Exam 2</td>
<td>100</td>
<td>(March 17, 2011)</td>
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<td>Exam 3</td>
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<td>Attendance Quizzes</td>
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<tr>
<td>Quizzes</td>
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<td><strong>Total points</strong></td>
<td><strong>360</strong></td>
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No Final Exam

Final grades are established on the usual 90/80/70 scale. Deviation from this scale can happen in unusual situations. You need to show your work in Exams, and Quizzes to get full points.

Make-Up Exams:
Any student unable to take an exam must notify the instructor in advance. Make-Ups will not be given if the student does not contact instructor in advance.

To get the most out of the lectures: 1) read material before lecture; 2) do assigned problems when they are assigned; 3) get help when you need it, don’t wait.

To maximize your chances of getting a C or better in this class: 1) attend lecture - everything you need to know will be presented in the lectures; 2) do the assigned problems - part of learning Statistics involves acquiring skills which require practice (some will appear on quizzes). **Participation in class is strongly encouraged.**

A good strategy for success: Read the indicated sections of the book prior coming to class. Then, attend all lectures and labs. If the material seems clear and easy, then move on to the homework assignment- both recommended and required. If the material seems neither clear nor easy, then re-read the indicated sections of the book, go over the class notes again, and feel free to contact me when you need help.

**STUDENTS WITH DISABILITIES:**
Please make an appointment with the Office of Services for Students with Disabilities (SFSWD) if you have need for a disability-related accommodation, and I will be very happy to help you. SFSWD is located in Wimberly 101A, (409) 880-8026, or write to PO Box 10087 Beaumont, Texas, 77710

**Academic Integrity/ Authorized Aid**
It is good to work together to understand the material, get started on a problem set and to prepare for exams, but **all written solutions must be an individual effort.**
All parts of syllabus are subject to change. Changes will be announced.