

As New Haven's urban, public School of Business, our mission is to transform the lives of a diverse student population. Through curricular and co-curricular learning, we provide business education informed by research. To meet changing workforce needs locally and globally, we cultivate leadership and cross-cultural awareness with an emphasis on sustainability and professional development.

**ECO270-04 Applied Business Statistics
Spring 2021, Hybrid**

Instructor: Shiyi Chen

Phone & E-Mail: (860)716-0475 & chens13@southernct.edu

Time & Location: Thurs. 17:00pm – 19:30pm, BU207

Office Hours by appointment (please email beforehand for meeting online)

Course Description: The course uses hands-on, in-class experiments to convey to students the diverse ways business decision making is conducted using various statistical tools. The focus of the course is on how corporate manager and investors are guided by the most relevant and practical statistical tools rather than just the study of statistics as a course. The course entails the practical illustration of the measurements and interpretation of business related concepts. These include but are not limited to descriptive indicators, risk analysis, performance trends and indicators, analysis of relationships between business indicators and measures, as well the use of cause-effect analysis to help in business decision making.

Course Text: Gerald Keller, Statistics for Management and Economics, 11th Edition
ISBN-13: 978-1337093453
ISBN-10: 1337093459

Course Credits

Statistics for Business and Economics, 3 Credits.

By Federal mandate, students are entitled to understand how they earn these course credit hours. A credit hour is an amount of work represented in intended learning outcomes and verified by evidence of student achievement that is an institutionally established equivalency that reasonably approximates not less than the following:

Standard (semester or trimester) classes: 1 credit hour = One hour of classroom or direct faculty instruction and a minimum of two hours of out of class student work each week for approximately fifteen weeks.

Disability Information

Southern Connecticut State University provides reasonable accommodations for students with documented disabilities on an individualized and flexible basis. If you are a student with a documented

School of Business Vision

Change for Good: Impact, Engagement, and Innovation

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disability, the university's Disability Resource Center (DRC) determines appropriate accommodations through consultation with the student. Before you may receive accommodations in this class, you will need to make an appointment with the Disability Resource Center, located in EN C-105A. To speak with me about other concerns, such as medical emergencies or arrangements in case the building must be evacuated, please make an appointment as soon as possible.

Sexual Misconduct Statement

Southern Connecticut State University is highly committed to providing you with an educational experience that is academically and socially enriching. In line with this mission, we enforce Title IX of the Education Amendment of 1972 which prohibits acts of sexual misconduct (sexual harassment, sexual assault, dating violence, domestic violence and stalking) at educational institutions. To report sexual misconduct students should contact University Police at (203) 392-5375 or 911, and/or Pamela Lassiter, Office of Diversity and Equity, at (203) 392-5491 and/or Christopher Piscitelli, Office of Judicial Affairs, at (203) 392-6188. For advocacy and further information including your Title IX rights and reporting procedures visit the Sexual Assault Resource Team (S.A.R.T.) website at www.southernct.edu/SART/. Please contact Catherine Christy, Women's Center and S.A.R.T. Coordinator, at (203) 392-6946 for assistance or with any questions regarding support and advocacy.

Course Objectives

Course Objectives	Assessment Method in Class	Relates to School of Business Assurance of Learning Outcomes (see below)
Objective 1,2	Quizzes & Exams	Goal 1,2,3, 4 and 5

UNDERGRADUATE (BSBA) LEARNING GOALS AND OBJECTIVES

GOAL 1: Our students will propose solutions to business problems by synthesizing across disciplines within the larger social context.

Objective 1: To apply appropriate business concepts and appropriate ethical actions in business.

Objective 2: To apply appropriate business concepts to the P³ business approach (people, planet, and profits, also called triple bottom line thinking).

GOAL 2: Our students will think critically.

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Objective 1: (a) to identify vital questions and issues; (b) to collect relevant information and test against relevant criteria and standards; and (c) to defend the inferences made from the information.

GOAL 3: Our students will be effective communicators

Objective 1: To develop clear, concise, audience-appropriate, and grammatically correct written messages.

Objective 2: To develop clear, concise, audience-appropriate, interesting, and grammatically correct oral messages.

GOAL 4: Our students will apply their knowledge of globalization and diversity to making business decisions.

Objective 1: To evaluate the impact of business decision-making upon P³ (people, planet, and profits, also called triple bottom line thinking).

GOAL 5: Our students will be quantitatively and technologically competent

Objective 1: To apply appropriate statistical, mathematical, and technological tools to solve problems or make inferences regarding problems commonly encountered in business

Our students will be quantitatively and technologically competent.

Student responsibilities:

1. Participation in class

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Because the class time is spent explaining business issues and decision making, class attendance and participation in exercises is important. You are responsible for catching up on any material covered in case you miss class.

2. Class assignments

You must complete each assignment by the due date and time. You are responsible for keeping track of submission dates for problem sets.

Methods of Evaluation:

1. Mid-term exam (25%)
 - It will be available on Blackboard on 03/15
 - It will be timed for 3 hours
2. Quizzes (50%)
 - On Blackboard.
3. Final exam (25%)
 - It will be on Blackboard on 05/05
 - It will be timed for 3 hours.

Tentative Schedule

Chapters to read	Quiz & EXAM	
Intro		
Descriptive Techniques using Business Data		
	Quiz 1 DUE	02/12
Business Data Collection and Sampling		
Application of Probability theory in Business		
	Quiz 2 DUE	02/26
Discrete Probability Distribution and Its Business Application		
	Quiz 3 DUE	03/12
	Midterm	Open from 03/15-03/21

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Continuous Probability Distribution and Its Application in Business		
Sampling Distribution and Its Application in Business	Quiz 4 DUE	03/26
Sampling Distribution and Its Application in Business		
Review		
Introduction to Estimation	Quiz 5 DUE	04/16
Introduction to Hypothesis Testing		
Linear Regression and Its Application in Business		
	FINAL	Open from 05/05 – 05/12

PEER ACADEMIC LEADERS (PALs) PROGRAM

The Peer Academic Leaders (PALs) Program, located in the Academic Success Center – BU 303, is a resource that has been created to provide academic support for all (name of course here, e.g., ECO 270) students. Specifically, a PAL has been assigned to our section. The PALs are current students who have demonstrated academic competency in the subject area. Each PAL will hold 4 hours a week which are open to all sections of the course. For information on session times of the PALs please visit the following link: www.southernct.edu/asc or talk to your PAL.