BUAD 310g – Applied Business Statistics

Syllabus – Spring 2022

Professor:	Inga Maslova, Ph.D.	**Class:**	HOH EDI
Office:	ACC 203	**Discussion**	ACC 205
		Office Hours:	W 9:00 am – 10:00 am PST on Zoom. Other time by appointment (Calendly)
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Course Description

In this course, we will focus on learning various statistical techniques and their applications that will assist you in making business decisions. The primary objective of this course is to enable students to perform and understand statistical analysis of data, with the view of being able to critically evaluate statistical reports or findings. You will learn to think critically about how statistics is used by others and how it impacts your day to day life and career. No mathematical background beyond high school algebra is required for an understanding of the material.

Course Learning Objectives

You will explore and describe data, examine sampling distributions, make estimations, test hypotheses, perform simple and multiple regression analysis, and build models using extensive software applications both independently and collaboratively.

These applications will guide you to:
1. Explain the concepts of descriptive statistics and use sample statistics to make inferences about population characteristics
2. Recognize different models of statistical processes such as hypothesis testing and linear and multiple regression
3. Explain statistical processes and choose which process to use for particular data analysis applications
4. Interpret statistical results as a basis for decision making
5. Use applicable statistics software
6. Collaborate effectively to use statistical analysis to address business challenges
7. Communicate your interpretation of the results of statistical analysis logically and persuasively
8. Understand the ethical guidelines for statistical practice
9. Be able to use Excel functions and features to competently analyze data

These course level objectives support the six Marshall Program Learning Goals to varying degrees. Details may be found in the Appendix of this syllabus.

Required Materials
1. The course textbook *Applied Statistics in Business and Economics* (7th Edition) by David Doane and Lori Seward, is available at the bookstore. You can purchase a hard copy at the bookstore or an electronic version of the textbook. After you have purchased a book, you must register with McGraw-Hill Connect, which is a website provided by the publisher.

2. **Each student has to register with McGraw-Hill's Connect** in order to have access to the homework, which will be administered online. Registration with Connect requires an

access code, which you can either purchase online, or get automatically when you buy a new textbook at the USC bookstore. More details are provided on page 7 below.

3. Each student is required to purchase access to **TopHat** app that will be used in class during lectures. Use the link on Blackboard to locate the course.

Prerequisites and/or Recommended Preparation:
No mathematical background beyond high school algebra is required.

Course attendance:
As per USC policy all students are required to attend the in-person classes unless approved by USC. You will be asked to submit your accommodation letters via Blackboard as soon as you have them. Make sure you have properly fitting masks on before you enter the class as masks are strongly recommended for indoors.
We will be utilizing best practices learnt during the online semesters. Therefore, all students are required to bring a laptop for all classes. You must install Zoom and Excel 2016 or later on it.

Course Notes:
The slides for the course and other handouts will be posted on your BUAD 310 Blackboard. If you would like hard copies of the slides, it will be your responsibility to print them out. Please check the Blackboard site and your email daily for class preparation materials or instructions.

Software:
For the discussions/application sessions, students are required to bring a laptop with Microsoft Excel software. Mac users need to have either the Mac version of Excel 2016 or they can use the PC version by installing Boot Camp (free from Apple) - or other Windows emulation software for Mac - and Windows, or by using the Marshall Virtual Lab. Students can take advantage of the free version of Office 365 that USC provides to students, which includes MS Excel 365. The free Microsoft USC Office Suite can be downloaded from http://itservices.usc.edu/officestudents/. In addition, the Analysis ToolPak add-in is also required, which can be accessed in the PC environment by clicking on File/Options/Add-ins/Go, checking Analysis ToolPak and clicking OK. The procedure is similar for Macs. In addition to the above, students may choose to get a license for ExcelNow!, an Excel tutorial that is an add-in that will plug into your version of Excel.

ASSIGNMENTS AND GRADING DETAIL

Your final grade will be determined as follows:

Component of Grade	% of Grade
Homework *	10.0%
Application Exercises/Labs **	10.0%
Application Exam	20.0%
Midterm Exam	20.0%
Final Exam	30.0%
Pre-class assignments and In-class participation***	5.0%
Excel Proficiency****	5.0%

* There are weekly homework assignments. An automatic extension will be granted for the homework assignments with 5% credit reduction per day for assignments done after the due date. The lowest HW assignment score will be dropped before calculating the average for this component of the course grade.

** The two lowest scores will be dropped when calculating the average for this component of the grade.

*** Students will be asked to view videos, complete a quiz or review assigned materials in before a lecture or discussion session. Lowest 2 will be dropped

**** Students will be given access to the ExcelNow! tutorial which covers over 160 features and functions of Excel. Each topic has a Read and Practice sheet, a short video and a self-grading quiz. ExcelNow! quizzes will be assigned throughout the semester and submitted on BB. Unlimited tries are allowed

The weights listed above will be used to calculate your overall score for the class. **Letter grades will not be given for individual assignments and exam.**

Final grades represent how you perform in the class relative to other students. Two items are considered when assigning final grades:
1. Your total weighted score as out of all the available points for all assignments and exams.
2. Your ranking among all students in the class

In-Class Participation:

You are expected to not only attend all classes, but also engage: pay close attention, solve the in-class problems and submit your answers via TopHat during class (questions will be timed). During lecture sessions we will apply the learned material on practice. You will do some work that will be turned in via TopHat during the class. This virtual classroom platform would provide me immediate feedback on where the class is. Your participation score is based on correctness of your answers (30%) and the fact that you've submitted an answer (70%). Simply checking in at the beginning of the class and not answering any questions during the lectures won't give you any participation credit. Some of the practice problems will be timed, all of them must be completed in class. You will have an opportunity to review your work and resubmit your answers, which will be available after the class and till the end of the day it was covered in class.

I have no problem going over a concept multiple times. If you feel uneasy bringing up your questions in class, take advantage of the chat option available to you during class and the many opportunities to speak with me one-on-one. I am accessible by e-mail (buad310.f20@gmail.com) and will be more than happy to speak with you during office hours or schedule a one-on-one meeting (check my availability on Calendly link on BB). Note: if your question requires a conversation rather than a short answer, email is not the best way to go – I will let you know if scheduling a Zoom call will be a better option.

Pre-class assignments:

Please note that it is impossible to contribute to the learning environment if you are unprepared. For most sessions, readings and videos will be posted prior to class. It will take you on average about one hour to complete it. Some of the pre-class will be shorter some will be longer. With each reading or video, there will be a follow-up pre-class assignment. These pre-class assignments should be submitted via BB prior to class. *NO late submissions will be accepted.*
Pre-class assignments are graded based on accuracy and quality of your submission.

Homework:

You will access your assignments and submit the answers online, using McGraw-Hill's Connect platform.
There are *weekly homework assignments (aka HW)* that will be graded based on correctness. There are unlimited attempts with no penalty. An automatic extension will be granted for such assignments where 5% credit deduction per day will be applied to HW assignments done after the

due date. The lowest score will be dropped before calculating the average for this component of the course grade.

Application Exercises:

You will use Excel for data-analysis and problem solving in the application (discussion) section of this course. The exercises are constructed in order to lead you through key topics introduced in lectures and reading. Your conclusions must explain the quantitative findings through a real-world business perspective. The lowest lab score will be dropped. There is no need for a calculator in the application sessions since you will be able to use Excel, which is much more powerful and efficient than a calculator and less prone to errors. Each student must go to Blackboard and sign up for the discussion group (s)he is going to attend during the semester. The application session work is due by the end of next day (11:59 PM PST) and must be submitted on Blackboard to receive credit.

The application (discussion) section labs make up 10% of the course grade. The lowest two (2) lab grades will be dropped, and the average of the remaining will count for 10% of the course grade.

Midterm Exam, Applications Exam and Final Exam:

The midterm exam will be given in the lecture section of the course on October 20, 2022. There will also be one individual exam covering the work done in your application sessions. The Application Exam will be in a similar format to the weekly problem solving applications done individually. No make-ups of tests will be given**. You will receive a grade of zero for each missed test** unless you have a written excuse from your doctor or the University. It is scheduled on *November 15, 2022* during the lecture session.

The final examination will take place on **Saturday, December 10, 2022, 2:00-4:00 pm for all BUAD 310 sessions.** Note that it is an **exception final**, as it does **not** take place at the regularly listed time. The final exam is comprehensive (this is inevitable in a Statistics course) but greater emphasis will be given to the material taught later in the semester. You **cannot** be exempted from this final under any circumstances. **The final exam will NOT be given at any other time.**

Note that according to the USC Office of Academic Records and Registrar, "*No student in a course with a final examination is permitted to omit the final examination or take the final examination prior to its scheduled date, and no instructor is authorized to permit a student to do so. No student is allowed to re-take a final examination or do extra work in a course after the semester has ended for purposes of improving his or her grade.*"

Collaboration Policy:
Discussion of homework problems is permitted and encouraged; however, each student is required to prepare and submit his or her solutions, including computer work, independently.
Collaboration of any sort on tests and exams is prohibited and will result in a 0 on that exam.
I reserve the right to bring any potential cheating issues to the administration for further penalties.

Add/Drop Process:

Please note that the last day to register and add classes is Friday, September 9. The last day to drop a class without a mark of "W" is also September 9 and receive a tuition refund. The last day to drop a class without a mark of "W" is October 7. For more information, visit
https://classes.usc.edu/term-20223/calendar/

Open Expression and Respect for All

An important goal of the educational experience at USC Marshall is to be exposed to and discuss diverse, thought-provoking, and sometimes controversial ideas that challenge one's beliefs. In this course we will support the values articulated in the USC Marshall "Open Expression Statement."

Academic Conduct:

Plagiarism – presenting someone else's ideas as your own, either verbatim or recast in your own words – is a serious academic offense with serious consequences. Please familiarize yourself with the discussion of plagiarism in SCampus in Part B, Section 11, "Behavior Violating University Standards" policy.usc.edu/scampus-part-b. Other forms of academic dishonesty are equally unacceptable. See additional information in SCampus and university policies on Research and Scholarship Misconduct.

Students and Disability Accommodations:

USC welcomes students with disabilities into all of the University's educational programs. The Office of Student Accessibility Services (OSAS) is responsible for the determination of appropriate accommodations for students who encounter disability-related barriers. Once a student has completed the OSAS process (registration, initial appointment, and submitted documentation) and accommodations are determined to be reasonable and appropriate, a Letter of Accommodation (LOA) will be available to generate for each course. The LOA must be given to each course instructor by the student and followed up with a discussion. This should be done as early in the semester as possible as accommodations are not retroactive. More information can be found at osas.usc.edu. You may contact OSAS at (213) 740-0776 or via email at osasfrontdesk@usc.edu.

Support Systems:

Counseling and Mental Health - (213) 740-9355 – 24/7 on call
studenthealth.usc.edu/counseling
Free and confidential mental health treatment for students, including short-term psychotherapy, group counseling, stress fitness workshops, and crisis intervention.

National Suicide Prevention Lifeline - 1 (800) 273-8255 – 24/7 on call
suicidepreventionlifeline.org
Free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week.

Relationship and Sexual Violence Prevention Services (RSVP) - (213) 740-9355(WELL), press "0" after hours – 24/7 on call
studenthealth.usc.edu/sexual-assault
Free and confidential therapy services, workshops, and training for situations related to gender-based harm.

Office for Equity, Equal Opportunity, and Title IX (EEO-TIX) - (213) 740-5086
eeotix.usc.edu
Information about how to get help or help someone affected by harassment or discrimination, rights of protected classes, reporting options, and additional resources for students, faculty, staff, visitors, and applicants.

Reporting Incidents of Bias or Harassment - (213) 740-5086 or (213) 821-8298
usc-advocate.symplicity.com/care_report

Avenue to report incidents of bias, hate crimes, and microaggressions to the Office for Equity, Equal Opportunity, and Title for appropriate investigation, supportive measures, and response.

The Office of Student Accessibility Services (OSAS) - (213) 740-0776
osas.usc.edu
OSAS ensures equal access for students with disabilities through providing academic accommodations and auxiliary aids in accordance with federal laws and university policy.

USC Campus Support and Intervention - (213) 821-4710
campussupport.usc.edu
Assists students and families in resolving complex personal, financial, and academic issues adversely affecting their success as a student.

Diversity, Equity and Inclusion - (213) 740-2101
diversity.usc.edu
Information on events, programs and training, the Provost's Diversity and Inclusion Council, Diversity Liaisons for each academic school, chronology, participation, and various resources for students.

USC Emergency - UPC: (213) 740-4321, HSC: (323) 442-1000 – 24/7 on call
dps.usc.edu, emergency.usc.edu
Emergency assistance and avenue to report a crime. Latest updates regarding safety, including ways in which instruction will be continued if an officially declared emergency makes travel to campus infeasible.

USC Department of Public Safety - UPC: (213) 740-6000, HSC: (323) 442-120 – 24/7 on call
dps.usc.edu
Non-emergency assistance or information.

Office of the Ombuds - (213) 821-9556 (UPC) / (323-442-0382 (HSC)
ombuds.usc.edu
A safe and confidential place to share your USC-related issues with a University Ombuds who will work with you to explore options or paths to manage your concern.

*Occupational Therapy Faculty Practice - (323) 442-33*40 or otfp@med.usc.edu
chan.usc.edu/otfp
Confidential Lifestyle Redesign services for USC students to support health promoting habits and routines that enhance quality of life and academic performance.

Class Notes Policy

Notes or recordings made by students based on a university class or lecture may only be made for purposes of individual or group study, or for other non-commercial purposes that reasonably arise from the student's membership in the class or attendance at the university. This restriction also applies to any information distributed, disseminated or in any way displayed for use in relationship to the class, whether obtained in class, via email or otherwise on the Internet, or via any other medium. Actions in violation of this policy constitute a violation of the Student Conduct Code, and may subject an individual or entity to university discipline and/or legal proceedings.

Classroom Zoom Policy (if and when applicable)

Zoom is the platform used for all online sessions and online office hours. A link and instructions to join the Zoom sessions will be posted in the Blackboard Course Pages. For more information about Zoom, go to: Zoom Support Tutorials

1. Class attendance and participation is important in developing a coherent view of the materials covered in the course. Unless accommodated as described in (b) below, attendance and active participation is expected at the synchronous Zoom class sessions.

   a. Students are expected to have cameras on during the synchronous Zoom sessions, and preferably use headsets or earphones to ensure the best audio quality. *Please advise me if you have circumstances under which you will not be able to meet these expectations.*
   b. For students who are located in a time zone where the synchronous class sessions or exams fall outside the window of 8 a.m. to 10 p.m. in your local time zone, please contact me. You will not be penalized for not attending the live Zoom class sessions. The Zoom sessions will be recorded and posted on Blackboard, and you will be responsible for watching the recorded sessions. Exams and other synchronous assessments will be scheduled for students to be able to complete the assessment between 8 a.m. and 10 p.m. in your local time zone.

   c. [*If applicable*] In addition, for any student who does not attend the Zoom session live, you will be required to complete the following assignment as an alternate method of contribution to the class: [*insert; or see one sample below*]

2. During synchronous Zoom sessions, the following netiquette is expected, as if you were in a physical classroom.

   a. Please do:
      i. Log into class early or promptly
      ii. Arrange to attend class where there is a reliable internet connection and without distractions
      iii. Dress respectfully. Video conference business meetings are and will be the norm, so practice your professional telepresence.
      iv. If you use a virtual background, please keep it respectfully professional.
      v. Display both your first and last name during video conferencing and synchronous class meetings.
      vi. Respectfully minimize distractions by muting and or turning off video if necessary and when appropriate.
      vii. Engage in appropriate tone and language with instructors and classmates.

   b. Please try not to:
      i. Engage in a simultaneous activity not related to the class.
      ii. Interact with persons who are not part of the class during the class session.
      iii. Leave frequently or not be on camera for extended periods of time.
      iv. Have other persons or pets in view of the camera.
      v. Use all CAPITAL LETTERS in emails or discussion board postings. This is considered "shouting" and is seen as impolite or aggressive.
      vi. Use more than one punctuation mark, this is also considered aggressive!!!!

3. All Zoom sessions will be recorded and posted in the Blackboard Course pages.

Class Technology Requirements (when applicable)

The following equipment and system requirements are recommended to successfully participate in this online course:

- Computer with webcam
- Earphones or headset
- Reliable (preferably high speed) Internet connection
- Current operating system for Windows or Mac
- Current browser
    - Google Chrome
    - Firefox
    - Internet Explorer (not recommended)
    - Safari (Mac)

For technical support please see:

- **USC Systems** (Blackboard, USC Login, MyUSC, USC Gmail, GoogleApps)
  For assistance with your USC login or other USC systems, please call +1 (213) 740-5555 or email Consult@usc.edu. They are open Mon – Fri 9:30am – 5pm and weekends from 8am - 5pm (all Pacific time).

- **Zoom Video Web Conferencing System** (MarshallTALK)
  For assistance using Zoom, go to Zoom Support Page. You may also call +1 (888) 799-9666 ext. 2. They are available 24/7.

- **Marshall Systems** (MyMarshall, Marshall Outlook email)
  For assistance with Marshall systems you can call +1 (213) 740-3000 Mon-Fri 8am-6pm (Pacific), email HelpDesk@marshall.usc.edu, or use our self-help service portal as shown below. The portal allows you to get immediate assistance by searching for the information you need. You can also use it to chat with a technician or input a request. To access the service portal, follow these steps:
    - On a computer or mobile device, go to MyMarshall Home Page and click the "**Help**" link on the upper right.
    - Log in using your Marshall username and password.
    (If you don't know your Marshall login please follow the onscreen instructions pertaining to login issues)

If your computer does not have Microsoft Word, Office 365 package is available to you free of charge and allows you to install Word, Excel, PowerPoint, Outlook, OneNote, Publisher, and Access on up to 5 PCs or Macs and Office apps on other mobile devices including tablets. Office 365 also includes unlimited cloud storage on OneDrive. To download Office 365 log into your student (University) email through a web browser, choose Settings (top right corner), and select software. If you have further questions or need help with the software, please contact the USC ITS service portal.

Emergency Preparedness/Course Continuity

If an officially declared emergency makes travel to campus infeasible, USC Emergency Information (http://emergency.usc.edu/) will provide safety and other updates, including ways in which instruction will be continued by means of blackboard, teleconferencing, and other technology.

McGraw-Hill's Connect

McGraw Hill's Connect is an online learning system where you can:
- Access two electronic versions of your textbook – a static eText that you can annotate and highlight, and an adaptive reading experience with personalized quizzes, called *SmartBook.*
- Complete homework assignments and practice assignments directly from your textbook, complete with tutorial videos, guides, and additional resources.
- Study more efficiently with a personalized study plan and exercises that match your book.

Before You Begin:
To register for Connect, you need:

☑ **A Connect student access code** (packaged with your new text if you purchase a hard copy at the

bookstore, or available for purchase with a major credit card when registering with McGraw-Hill

online)

☑ **Access to your BUAD 310 course in Blackboard**

☑ **A valid email address**

Student Registration:

Create your McGraw-Hill Connect Account and Complete Your Registration. **Student Registration:**
Go to https://connect.mheducation.com/class/i-maslova-fall-2022-tth-10-am

Registration options
1. **Register on the McGraw-Hill site by going to the Blackboard section and clicking on Content and then the Homework Assignments folder.**
   Click on any of the assignments and then Go to My Connect Section. This will take you to a page where you can create your McGraw-Hill Connect Account and complete your Registration. This will give you a Connect license, which will give you an eBook and enable you to do the homework. In addition, you will also have the option to purchase a three-hole punched loose-leaf version of the text for $39.
2. **Get a two-week trial Connect access**. Use option 1. above and select the trial option. This is a good option if you are not sure you are going to stay enrolled in the class.

Once your registration is complete, a **Confirmation** page appears. You will also receive this information by email. You are now ready to access your resources!

To access your Connect assignments:
- Click on any Connect assignment from within your Blackboard course (they will appear when assigned).
- Connect will automatically open directly to that assignment. Once you complete an assignment and select "Submit," your grade will automatically flow to your Blackboard grade book.
- *Always access your Connect assignments through Blackboard! If you access directly through McGraw-Hill, your grades may not sync over.*

Call: (800) 331-5094

Email & Chat: www.mhhe.com/support
Monday - Thursday ● 24 hours
Friday ● Until 6:00 PM
Saturday ● 7 AM - 5 PM
Sunday ● Until 9:00 PM
(All times Pacific)

Training & Tutorials:
connectstudentsuccess.com

TENTATIVE COURSE SCHEDULE – BUAD 310
(Test dates are set, but topics and homework due dates may be modified.)

Week	Date	Topics	Book Chapters [Doane & Stewart]	Exclusions	Homework	Due Dates
1	8/23	Introduction	1.1 through 1.5			
	8/25	Descriptive Statistics	2.1,2.2,3.2-3.9, 4.1-4.5	Geometric mean, Midrange, Mean Absolute Deviation, Chebyshev Theorem, Method of medians, Fences, Midhinge		
2	8/30	Descriptive Statistics (continued)			HW#1	8/30
	9/1	Correlation & Covariance	4.6			
3	9/6	Probability: Basic Concepts	5.1-5.5	Odds of Event	HW#2	
	9/8	Probability (continued)				
4	9/13	Random Variables	6.1,6.2, 6.8	Using Tables: Appendix A	HW#3	
	9/15	Binomial Distribution	6.4	Normal Areas from Appendices C-1 & C-3		
5	9/20	Uniform and Normal Distributions	7.1-7.4		HW#4	
	9/22	Sampling Distributions, Central Limit Theorem	8.1,8.2	Efficiency & Consistency Estimators		
6	9/27	Confidence Interval for Mean (σ known)	8.3		HW#5	
	9/29	Confidence Interval for Mean (σ unknown)	8.4	Using Appendix D		
7	10/4	Confidence Interval for a Proportion	8.5	Rule of 3	HW#6	
	10/6	Hypothesis Testing	9.1, 9.2	Power of test, Relationship between α and β		
8	10/11	Testing a Mean, Testing a Proportion	9.3 -9.6		HW#7	
	10/13	FALL RECESS		Small samples and non-normality		
9	10/18	Review for Midterm Exam		Case 3: Unknown Variances Assumed Unequal		
	10/20	Midterm Exam				
10	10/25	Comparing two sample means	10.3, 10.4	3-Way Tables and Higher, GOF Tests for other distributions, Data Generating Situations, Mixtures : A problem, Eyeball Test	HW#8	
	10/27	Chi-Square Test for Independence/Goodness of fit	15.1, 15.2			
11	11/1	Simple Regression: OLS Coefficients	12.1-12.4, 12.6, 12.8	Test for Significant Correlation using Student's T, Critical Vale for Correlation Coefficient	HW#9	
	11/3	Simple Regression: ANOVA Table				
12	11/8	Simple Regression: Transformation & Diagnostics	13.1-13.8	Autocorrelation, Unusual Observations	HW#10	
	11/10	Multiple Regression				
13	11/15	APPLICATION EXAM (in Lecture)			HW#11	
	11/17	Multiple Regression (continued)	13.9	Only Stepwise and Best Subsets		
14	11/22	Multiple Regression (continued)				
	11/24	THANKSGIVING BREAK				
15	11/29	Multiple Regression (continued)			HW#12	
	12/01	Review for the Final				
Saturday, December 10 2:00–4:00 pm		FINAL EXAM				

The schedule above shows the topics covered each week in lecture and the corresponding reading assignments from the text book. The sections in the reading assignments include some topics that you are **not** responsible for. These topics are indicated in the Exclusions column. The reading must be done in Connect and completed by 11:59 PM of the second Sunday after the topic is covered in lecture. For example, if Probability (continued) is covered in lecture on Wednesday, September 7, Sections 5.3 to 5.5 of the book (not including the topics listed in the Exclusions column) must be read by the end of the day Sunday, September 17.
The schedule for the Application (discussion) sessions is on the next page. The schedule of lectures might be revised slightly during the semester, but the dates for the Midterm, Application and Final exams are fixed.

The schedule of Application (discussion) sessions is shown below.

Week #	Week of	TOPIC	
1	8/22	Excel Tutorial	
2	8/29	Application Problem Set 1	
3	9/5	Application Problem Set 2	
4	9/12	Application Problem Set 3	
5	9/19	Application Problem Set 4	
6	9/26	Application Problem Set 5	
7	10/3	Application Problem Set 6	
8	10/10	Application Problem Set 7	
9	10/17	Mid-Term week: No Discussion	
10	10/24	Application Problem Set 8	
11	10/31	Application Problem Set 9	
12	11/7	Application Problem Set 10	
12	11/14	Application Exam	
14	11/21	Application Problem Set 11	
15	11/28	Review for Final	

APPENDIX I
How BUAD310 Applied Business Statistics Contributes to Student Achievement of
Marshall's Six Undergraduate Program Learning Goals

Goal	Marshall Program Learning Goal	BUAD310 Course Objectives that support this goal
1	**Our graduates will demonstrate critical thinking skills *so as to become future-oriented decision makers, problem solvers and innovators.*** Specifically, students will: 1.1 Students will understand the concepts of critical thinking, entrepreneurial thinking and creative thinking as drivers of innovative ideas (not explicit for this course). 1.2 Critically analyze concepts, theories and processes by stating them in their own words, understanding key components, identifying assumptions, indicating how they are similar to and different from others and translating them to the real world. 1.3 Be effective at gathering, storing, and using qualitative and quantitative data and at using analytical tools and frameworks to understand and solve business problems. 1.4 Demonstrate the ability to anticipate, identify and solve business problems. They will be able to identify and assess central problems, identify and evaluate potential solutions, and translate a chosen solution to an implementation plan that considers future contingencies.	1.Explain the concepts of descriptive statistics and use sample statistics to make inferences about population characteristics 2.Recognize different models of statistical processes such as hypothesis testing and linear and multiple regression 3.Explain statistical processes and choose which process to use for particular data analysis applications 4.Interpret statistical results as a basis for decision making 5.Use applicable statistics software 6.Collaborate effectively to use statistical analysis to address business challenges 8.Become a very proficient user of Excel
2	**Our graduates will develop people and leadership skills to promote their effectiveness as *business managers and leaders in the 21st century's evolving work and organizational structures.*** Specifically, students will: 2.1 Students will recognize, understand and analyze the roles, responsibilities and behaviors of effective managers and leaders in diverse business contexts e.g., functionally diverse, culturally diverse, geographically diverse, etc. 2.2 Students will understand factors that contribute to effective teamwork including how to elicit, manage and leverage diverse perspectives and competencies. 2.3 Students will recognize, understand, and analyze the motivations and behaviors of stakeholders inside and outside organizations (e.g., teams, departments, consumers, investors, auditors)	6.Collaborate effectively to use statistical analysis to address business challenges
3	**Our graduates will be effective communicators *to facilitate information flow in organizational, social, and intercultural contexts*.** Specifically, students will: 3.1 Identify and assess diverse personal and organizational communication goals and audience information needs. 3.2 Understand individual and group communications patterns and dynamics in organizations and other professional contexts. 3.3 Demonstrate an ability to gather and disseminate information and communicate it clearly, logically, and persuasively in professional contexts.	7.Communicate your interpretation of the results of statistical analysis logically and persuasively
4	Our graduates will demonstrate ethical reasoning skills, understand social, civic, and professional responsibilities *and aspire to add value to society.* Specifically, students will: 4.1 Understand professional codes of conduct.	N/A

	4.2 Recognize ethical challenges in business situations and assess appropriate courses of action.	
5	**Our graduates will develop a global business perspective. They will understand how local, regional, and international markets, and economic, social and cultural issues impact business decisions** *so as to anticipate new opportunities in any marketplace*. Specifically, students will: 5.1 Understand how local, regional and global markets interact and are impacted by economic, social and cultural factors. 5.2 Understand that stakeholders, stakeholder interests, business environments (legal, regulatory, competitor) and business practices vary across regions of the world.	**N/A**
6	**Our graduates will understand types of markets and key business areas and their interaction** *to effectively manage different types of enterprises*. Specifically, students will: 6.1 Demonstrate foundational knowledge of core business disciplines, including business analytics and business economics. 6.2 Understand the interrelationships between functional areas of business so as to develop a general perspective on business management. 6.3 Apply theories, models, and frameworks to analyze relevant markets (e.g. product, capital, commodity, factor and labor markets). 61.4 Show the ability to utilize technologies (e.g., spreadsheets, databases, software) relevant to contemporary business practices.	1.Explain the concepts of descriptive statistics and use sample statistics to make inferences about population characteristics 2.Recognize different models of statistical processes such as hypothesis testing and linear and multiple regression 3.Explain statistical processes and choose which process to use for particular data analysis applications 4.Interpret statistical results as a basis for decision making 5.Use applicable statistics software 6.Collaborate effectively to use statistical analysis to address business challenges 7.Become a proficient user of Excel