



**SCOTTSDALE
COMMUNITY COLLEGE**

A MARICOPA COMMUNITY COLLEGE

Course Information

Semester & Year:	Fall 2024
Course Title:	Business Statistics
Course Prefix & Number:	GBS 221
Section Number:	12436
Credit Hours:	3
Start Date:	Tuesday, August 20, 2024
End Date:	Thursday, December 13, 2024
Meeting Days:	Tu, Th – 12:30pm to 1:45pm
Meeting Location:	BUS 106

Course Format

The course is in-person. We will meet on Tuesdays and Thursdays from 12:30pm to 1:45pm in BUS-106. Attendance and participation are expected.

Instructor Information

Instructor:	Steven Force
Email:	steven.force@scottsdalecc.edu
Office Hours:	By appointment

Course Description

Business applications of descriptive and inferential statistics, measurement of relationships, and statistical process management. Includes the use of spreadsheet software for business statistical analysis.

Prerequisites

MAT 217 or GBS 220

Course Competencies

1. Collect, organize, present, analyze, and interpret numerical data using frequency distributions and graphical presentations.
2. Calculate and interpret the measures of central tendency for either raw or grouped data.
3. Calculate and interpret the measures of dispersion and skewness for a data set.
4. Use discrete and continuous probability distributions in probability applications.
5. Explain probability sampling and sampling distributions, and describe their uses.
6. Use statistical inference techniques and confidence levels for decision making when testing hypotheses.
7. Use regression and correlation analysis, and interpret the results of the analysis.
8. Use statistical process management and control charting to solve statistical quality control problems.

Texts and Course Materials

- Internet Access & E-mail account

I will be utilizing Canvas during the course and I will send messages and announcements via Canvas. You are expected to check this Canvas frequently. You can also have Canvas send notifications to your student email account.

- Textbook (*Required*)

Title: Modern Business Statistics with Microsoft Excel MT (7th edition)

Author: Anderson

ISBN: 9780357131510

Cost: \$120 from SCC Bookstore

- Software

Microsoft Excel is required for this course. The free starter edition of MS Excel is NOT sufficient for our course (We will need to be able to add the “*Data Analysis Toolpak*” for future chapters. The tool is free within Excel, but is not included in the free version of Excel). Maricopa provides a free MS Office Suite including Excel to students if you do not already have Excel on your home computer:

To get your Office follow these simple steps:

1. Go to <https://login.microsoftonline.com/> and enter the following information:
2. Username: Your Maricopa email address (i.e., MEID@mariocpa.edu)
3. Password: Password you use to log into your Maricopa email account
4. Click Sign in
5. Follow the instructions on the installation screen.

You will need your school email account to sign in.

Important Note: The Office 365 provided by Maricopa Community Colleges is for personally owned (home) computers and devices. Our colleges already provide all our students with access to Microsoft products as a standard computing practice.

Course Technologies

View the [Accessibility Statements & Privacy Policies](#) of technologies used in this course.

Maricopa Systems

This course uses key Maricopa systems for course management and communication.

- Canvas Learning Management System
- Student Maricopa Gmail Account

Streaming Media/Audio/Video Tools

This course uses webcasting, lecture capture systems, YouTube, and/or other streaming media services.

- YouTube

Student Assignment Tools

This course requires students to participate in or submit assignments using desktop or cloud-based applications.

- Microsoft Office 365

Course Policies

The following are policies specific to this course. Students are also responsible for the college policies included on the [Student Regulations](#) page of the Maricopa Community College District website.

Homework

Each chapter will have a homework assignment through Cengage (your e-textbook/homework platform). These homework assignments are graded. I do not accept late homework assignments without documentation.

Write Ups

Each chapter will have a write-up assignment. You will be given links to articles and videos to read and watch before class. You will write a short (3-4 sentences) recap for each article or video listed for that chapter on Canvas. I do not accept late write up assignments without documentation.

Exams

- We will have three section-based exams.
- The exams will be taken during class time.
- Since we use Excel throughout the class, the exams will be taken on computers. Students can either bring their own laptop, or use one of the computers provided in the classroom.
- Students are allowed one 8.5"x11" sheet of paper (front and back) with HANDWRITTEN notes. The notes must be turned in at the end of the exam.

Makeup exams: You must let me know **before** the exam to make arrangements for a makeup exam. If you do not contact the instructor before the exam, you may not be allowed to take the test.

Exam Dates:

Exam 1: Thursday, September 26

Exam 2: Thursday, October 31

Exam 3: Thursday, December 5

Case Study

You will have 8 reports regarding the semester-long case study, Stellar Brands Inc. These reports will be submitted on Canvas. The case study puts you in the situation as a hired consultant for a fictional company, Stellar Brands Inc. Throughout the semester, you will be completing various statistical analysis for the company and their executives and share your findings through “email communication” in the form of the 8 reports. The required data and information for each report will be found in Canvas within the case study module.

The reports must include both an Excel file showing your analysis, and written communication explaining the analysis you completed, recommendations for Stellar Brands, and your overall conclusion. This is an individual assignment.

As part of the final report, you will be required to present your findings. The in-class presentations are tentatively scheduled for Tuesday, December 10 and Thursday, December 12. More information about the final presentation will be shared later.

Case Study Due Dates (all at 12:30pm – start of class)

Report #1: Thursday, September 19

Report #2: Tuesday, October 1

Report #3: Thursday, October 10

Report #4: Thursday, October 17

Report #5: Thursday, October 24

Report #6: Thursday, November 14

Report #7: Thursday, November 21

Report #8: Tuesday, December 8

Grading Standards & Practices

Grade Scale

Letter Grade	Range
A	90 – 100%
B	80 – 89.9%
C	70 – 79.9%
D	60 – 69.9%
F	0 – 59.9%

Assignment	Points	% of Total Grade
Case Study Quiz	5	0.5%
Case Study Reports (8 @ 25 each)	200	20%
Case Study Final Presentation	75	7.5%
Write Ups (12 @ 5 each)	60	6%
Homework (12 @ 15 each)	180	18%
Exams (3 @ 150 each)	450	45%
Participation	30	3%
TOTAL	1000	--

Response Time

Students can expect a response time of 48 hours for the instructor to respond to messages sent via the Canvas Learning Management System or email. Students can expect assignments to be graded within a week of the assignment's due date.

Course Expectations

What you can expect from each chapter

We will cover 12 chapters of material in this course (Ch. 1-10, 14 and 19). For each chapter, you will be tasked with:

- **Attending class and participating** during the lecture and in-class examples.
- Before coming to class, you must complete the **Write Up** assignment for the chapter. You will write a short, individual recap of each article and video linked in the assignment on Canvas.
- Completing a **homework** assignment by the due date.

Expectations of you and your work

- I do not expect you to understand everything at the start of the class. However, I can't read your mind. **When you have a question, please let me know.** This can be in-class, before or after class, in the learning center, via email, etc. My job is to help you. I love statistics, and want to share that with all of you!
- **I expect you to try.** I know some students may get nervous at the sight or thought of numbers (if it helps at all, numbers are *somewhat* secondary in this class!). Let me help you in overcoming that hurdle.
- **I expect you do your own work.** I understand the pull of services like Chegg, CourseHero, Quizlet, ChatGPT, and others. Using those services will only hurt you moving forward, and could lead to issues, such as plagiarism, in this course. Do your own work, and trust me, you'll be happy you did in the end.
- **I expect critical thinking.** Like I said, the numbers and the "math" that we'll be doing is not my main concern this semester. I want you to think about what your answers mean, and understand where this could be helpful in your future careers. Statistical analysis is used everywhere, even if we don't realize it!

Attendance Policy

Attendance and participation are expected for this course. If you need to miss a day of class, you are expected to catch up using the materials available to you. **If you have 4 or more absences throughout the semester, you may be withdrawn from the course.**

Please let me know of any days you will not be able to make it to class. I am understanding that life might require you to miss class. However, if you do not reach out, I will assume you are ditching class that day, rather than having a legitimate reason to miss class.

Generative Artificial Intelligence (AI) Policy

No Generative Artificial Intelligence (AI) Allowed

In this class, all work submitted must be your own. The use of generative AI tools will be considered academic misconduct (see Administrative Regulation 2.3.11 1.B(b)) and will be treated as such. If you are unsure if the tool or website you are using is a generative AI tool, please contact me for further clarification before using the tool or website.

Instructional Contact Hours (Seat Time)

This is a three (3) credit-hour course. Plan to spend between 9-10 hours per week on this course. That includes the time in the classroom on Tuesdays and Thursdays, working on homework, case study reports, and preparing for exams. Some weeks may require more time, other weeks may require less time. Use the tentative course schedule at the end of the syllabus to plan out your study time around your other schedules.

Tutoring

The Accounting & Statistics Learning Center provides free tutoring assistance for our course. Please view the [Accounting & Statistics Learning Center Webpage](#) for tutor hours and instructions for connecting with tutors for assistance.

In-Person Tutoring (BUS-112)

Monday-Thursday: 8am-7pm

Online Tutoring (Google Meet)

Monday-Thursday: 4pm-7pm

Friday: 10am-2pm

Sunday: 6pm-9pm

Learning Tools and Your Privacy and Security

[Accessibility Statements and Privacy Policies](#) for all tools used at SCC are available.

SCC utilizes a variety of software applications and web-based tools operated by third party vendors to support student learning. To allow student access to the application, site or tool, certain identifiable information may be required to establish a user name or password, and submit work and/or download information from these tools. Inherent with all internet-based tools, there is a risk that individuals assume when electing to use these tools, as they may place information at risk of disclosure.

To use learning tools responsibly, please observe all laws and the Maricopa Community College District [Student Conduct Code](#), such as copyright infringement, plagiarism, harassment or interference with the underlying technical code of the software. As a student using a learning tool, you have certain rights. Any original work that you produce belongs to you as a matter of copyright law. You also have a right to the privacy of your educational records. Your contributions to learning tools constitute an educational record. By using the tool, and not taking other options available to you in this course equivalent to this assignment that would not be posted publicly on the internet, you consent to the collaborative use of this material as well as to the disclosure of it in this course and potentially for the use of future courses.

Students are responsible for the information contained in this syllabus, the Syllabus page in your Canvas course and the **College Policies & Student Services** page found in the First Steps module of your Canvas course. Students will be notified by the instructor of any changes in course requirements or policies.

Course Schedule

Subject to change

Date	In Class	Due at 12pm
Tuesday 8/20	Intro	
Thursday 8/22	Ch. 1	Case Study Intro Quiz, Write Up #1
Tuesday 8/27	Ch. 2	Ch. 1 Homework, Write Up #2
Thursday 8/29	Ch. 2	
Tuesday 9/3	Ch. 3	Ch. 2 Homework, Write Up #3
Thursday 9/5	Ch. 3	
Tuesday 9/10	Ch. 4	Ch. 3 Homework, Write Up #4
Thursday 9/12	Ch. 4	
Tuesday 9/17	Ch. 5	Ch. 4 Homework, Write Up #5
Thursday 9/19	Ch. 5	Report #1
Tuesday 9/24	Exam Review	Ch. 5 Homework
Thursday 9/26	Ch. 1-5 Exam	

Tuesday 10/1	Ch. 6	Report #2, Write Up #6
Thursday 10/3	Ch. 6	
Tuesday 10/8	Ch. 7	Ch. 6 Homework, Write Up #7
Thursday 10/10	Ch. 7	Report #3
Tuesday 10/15	Ch. 8	Ch. 7 Homework, Write Up #8
Thursday 10/17	Ch. 8	Report #4
Tuesday 10/22	Ch. 9	Ch. 8 Homework, Write Up #9
Thursday 10/24	Ch. 9	Report #5
Tuesday 10/29	Ch. 9/Exam Review	
Thursday 10/31	Ch. 6-9 Exam	Ch. 9 Homework
Tuesday 11/5	Ch. 10	Write Up #10
Thursday 11/7	Ch. 10	
Tuesday 11/12	Ch. 14	Ch. 10 Homework, Write Up #11
Thursday 11/14	Ch. 14	Report #6

Tuesday 11/19	Ch. 19	Ch. 14 Homework, Write Up #12
Thursday 11/21	Ch. 19	Report #7
Tuesday 11/26	Case Study Presentation Prep	Ch. 19 Homework
Thursday 11/28	No Class - Thanksgiving	
Tuesday 12/3	Exam Review	
Thursday 12/5	Ch. 10, 14 & 19 Exam	
Tuesday 12/10	Presentations	Report #8
Thursday 12/12	Presentations	