Course Information

Instructor: Martijn van Hasselt  
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Office hours: Tuesday, 9:30am – 11:30am  
Class time: Tuesday, 8:00am – 9:15am  
Class location: Bryan 110

Course Description

This is an introductory statistics course which starts by presenting a range of numerical and graphical tools to describe and summarize data. These tools, together with the concepts of randomness, probability and sampling, are then used to conduct statistical inference: the process of learning about a larger set of data (the “population”) using only a limited number of observations.

While no prior knowledge of statistics is required, you are expected to be familiar with basic algebra, equations and inequalities, linear functions and graphs.

Learning Objectives

- Interpret and calculate commonly used descriptive statistics, including measures of central tendency and dispersion
- Use probabilities and probability distributions to calculate the likelihood of uncertain events
- Understand the notions of sampling, sampling distributions, and the central limit theorem
- Calculate and interpret confidence intervals
- Understand and conduct hypothesis tests and understand the various types of errors that can occur
- Understand correlation and regression analysis to quantify the relation between two variables

Course Materials

All students are required to purchase access to MindTap, Cengage’s online learning platform that will be used for homework assignments. You should choose one of the following options:

1. Digital-only option: MindTap Business Statistics, 1 term (6 months) printed access card for Essentials of Modern Business Statistics with Microsoft Excel (7th edition)
ed.) by Anderson, Sweeney and Williams. This includes access to an online-only digital copy of the textbook.

2. Bundle option: MindTap printed access card + loose-leaf textbook version of *Essentials of Modern Business Statistics with Microsoft Excel* (7th ed.).

3. Cengage Unlimited subscription: this gives you unlimited access to multiple MindTap courses for a period of 4 months, 1 year or 2 years.

Options #1 and #2 are available at the UNCG Bookstore and, at a discounted price, from Cengage directly. To purchase from Cengage directly with a credit card, you can follow the direct-purchase link provided in Canvas. If you are (or will be) taking multiple courses that use Cengage products, option #3 is the most cost-effective option.

Subscriptions can be purchased from Cengage by following the direct-purchase link in Canvas.

The first time you try to access a MindTap homework assignment through Canvas, you will be prompted to enter your access card number. Please note that you should use the access code by navigating through Canvas, instead of using it on the Cengage website. This will ensure that the MindTap materials will be properly linked to Canvas.

You are welcome to purchase a hard copy of the textbook from a different retailer, such as Amazon. However, please make sure you buy the MindTap access code either from the UNCG bookstore or via the direct-purchase link on Canvas. This will ensure that your access to MindTap is compatible with Canvas.

**Grading**

Your overall course grade is based on the following components and weights.

- Homework assignments: 15%
- Unit check-in quizzes: 10%
- In-class exercises/attendance: 10% (one miss without penalty – see below)
- Lowest midterm exam: 15%
- Highest midterm exam: 20%
- Final exam: 30%

**Note:** You can miss only one class meeting during the semester without incurring a grade penalty. For each additional missed class, 3% points will be subtracted from your overall course grade. For example, if a student misses 3 class meetings, 6% points will be subtracted from the overall course grade.

Your final course letter grade will be assigned based on the following scale.

- 93% and above: A
- At least 90% but less than 93%: A-
- At least 87% but less than 90%: B+
- At least 83% but less than 87%: B
- At least 80% but less than 83%: B-
At least 77% but less than 80%: C+
At least 73% but less than 77%: C
At least 70% but less than 73%: C-
At least 67% but less than 70%: D+
At least 63% but less than 67%: D
At least 60% but less than 63%: D-
Less than 60%: F

Note: Grades are not rounded up. For example, a score of 89.99% is a B+. Please also note that the way Canvas weighs assignments in its totals columns is points-driven and not accurate. At the end of the semester grades will be determined based on the weight guidelines in this syllabus.

Homework Assignments

This course consists of 11 Learning Area units, organized by topic. Each unit comes with its own homework assignment. You will work on the assignments in MindTap, which can be accessed through Canvas. The due date for each assignment will be clearly marked in Canvas and MindTap. Late submissions will not be accepted under any circumstance. Unexpected life events, internet outages and problems with your computer or accessing MindTap are not valid excuses. Make-up opportunities will not be given. When working on the assignments, plan your time accordingly and do not wait until the last moment.

Unit Check-In Quizzes

Students are required to go through the online Learning Area at the beginning of each unit. A number of multiple choice “check-in” questions are embedded within each Learning Area unit to ensure that you are reading and understanding the material. The questions are replicated in the same order in Canvas as a unit check-in quiz. The Canvas check-in quizzes must be completed by 11:59PM the night before your class meeting on that unit. Due dates are clearly marked in Canvas. Late submissions will not be accepted under any circumstance. Unexpected life events, internet outages and problems with your computer or accessing MindTap are not valid excuses. Make-up opportunities will not be given. When working on the assignments, plan your time accordingly and do not wait until the last moment.

In-Class Exercises and Attendance

Class attendance is mandatory. On non-exam days, each class meeting will have an exercise that must be turned in. If you turn in all of the exercises and attend all of the classes, you will earn 100% on this component of the course, and this will make up 10% of your course grade.

Each student is allowed one missed exercise/class without incurring a grade penalty. Each missed exercise/class after the first will result in a 3% point reduction of the
final course grade. For example, if a student misses three class exercises and has a class average of 82% (B-), this would result in a new class average of 82−6= 76% (C). If you miss more than one class and you request consideration for waiving the grade penalty, you must provide documented evidence that you had a legitimate reason (e.g., medical) for being absent. This evidence must be provided for all missed classes.

Exams

This course has two midterm exams and a cumulative final exam. The midterm exams will be held on February 18 and March 31 at the regular class time and location. The final exam will be held on Tuesday, May 5, 8:00am – 11:00am, with the location to be announced. The exam dates are also listed in Canvas. Put them in your calendar immediately because there are no make-up exams and very few acceptable excuses for missing one. Acceptable excuses include a documented death in the family, a documented university-sponsored event or excursion, a documented military obligation, or a serious illness documented by a doctor. Acceptable excuses must be approved before the scheduled exam date. Showing up with a doctor’s note after the exam date without notifying the instructor in advance is not an acceptable excuse.

Exams are all closed-book, closed-note, and closed-friend/neighbor. You may bring a calculator to the exam, but this has to be a basic scientific calculator or one that is even less sophisticated. Graphing calculators and programmable calculators are not allowed. Cell phones cannot be used as calculators. You must bring a red scantron sheet purchased from the UNCG bookstore to each exam.

Academic Integrity Policy

Students are expected to know and abide by the Honor Code in all matters pertaining to this course. Violations of this code will be pursued in accordance with the code. UNCG’s academic integrity policy can be accessed at: https://osrr.uncg.edu/academic-integrity/

Faculty and Student Guidelines

Please familiarize yourself with the Bryan School’s Faculty and Student Guidelines. These guidelines establish principles and expectations for the administration, faculty, staff, and students of the Bryan School of Business and Economics. The link for this document is: https://bryan.uncg.edu/wp-content/uploads/2017/08/Faculty-and-Student-Guidelines-2018-2019.pdf

Additional Course Policies

- Do not talk to your neighbors during class unless we are working on a group exercise. It distracts the students around you and it distracts me. It will not be
tolerated. If you talk during class, I reserve the right to ask you to leave the room and count it as a class absence.

- **Please be on time and remain in class until class is dismissed.** Arriving late or leaving too early is disruptive and can result in being counted as absent for class.
- Laptops may be used in class only with instructor permission and only to access course-related materials.
- Please make sure that all cell phones are shut off and stowed away during class. If I see you using your phone, I reserve the right to ask you to leave the room and count it as an absence.
- I encourage you to work together on homework assignments, although every student is responsible for submitting his/her own answers to each graded assignment in order to receive credit.
- When you begin to feel lost, **be proactive**! I am more than happy to answer questions during class and during office hours.
- You are expected to spend a minimum of 5 hours each week reading, reviewing, and completing homework assignments and check-in quizzes outside of class. If this is not feasible for you given your other time commitments, perhaps this is not the class for you.

**Student Resources**

Students are encouraged to seek help from the instructor, should they need it. Using office hours is the primary way to get extra help. You may also find it helpful to set up or participate in peer study groups. In addition, UNCG offers academic support for this class through the Academic Achievement Center (AAC), a subdivision of the Student Success Center (SSC). Services include tutoring, individual academic skills sessions, and workshops on study skills. The AAC main office is Forney 114 and open from 8:00 am- 5:00 pm, Monday through Friday. You can find more information and request assistance by visiting studentsuccess.uncg.edu. All AAC services are free of charge. Tutoring requests are contingent on tutor availability. It is recommended that you submit requests for tutoring as early as possible in the semester.

The UNCG student chapter of the National Association for Business Economics (NABE) organizes weekly walk-in tutoring sessions for 200-level economics courses, including ECO250. These sessions are run by student volunteers and free of charge. No appointments are necessary. More information will be provided as soon as NABE’s tutoring schedule is available.

**Academic Accommodations**

The University of North Carolina at Greensboro respects and welcomes students of all backgrounds and abilities. If you feel you will encounter any barriers to full participation in this course due to the impact of a disability, please contact the Office of Accessibility Resources and Services (OARS). The OARS staff can meet with you to discuss the
barriers you are experiencing and explain the eligibility process for establishing academic accommodations. You can learn more about OARS by visiting their website at ods.uncg.edu, by calling 336-334-544 or by visiting Suite 215 in the EUC.

The Bryan School of Business and Economics’ Mission Statement

In the Bryan School of Business and Economics, we create and disseminate knowledge about the theory and practice of business. In addition to our courses and research, we accomplish this through hands-on projects, global experiences, and outreach to the community. Our work produces principled leaders and exceptional problem solvers who have a global perspective, an innovative mindset, a broad understanding of sustainability, and a commitment to improve the organizations in which they work and the communities in which they live.

Student Learning Goals: Each program within the Bryan school has separate learning goals as listed with the degree program. The essential components of a professional education in business (excluding the B.S. and B.A. in Economics, the B.S. in Consumer, Apparel, and Retail Studies and the B.A. in Sustainable Tourism and Hospitality) include common courses for breadth and opportunities for advanced work for depth in the various business disciplines. These core business programs share the following common learning goals:

1. Students will implement the various steps of the critical thinking process, supported by the appropriate use of analytical and quantitative techniques, to formulate recommendations for subsequent decision making.

2. Students will apply appropriate ethical standards when making recommendations for business decision making.

3. Students will evaluate business decisions in the context of sustainability goals, balancing environmental, social, and economic needs, conditions, and potential decision impacts.

4. Students will formulate appropriate strategies, in the context of global issues and forces, to improve business performance in the world economy.

5. Students will explain the roles of innovation and innovation management in achieving successful business strategies, decisions, and performance.

6. Students will be able to plan, schedule, contribute to, and lead projects.

Impact of this Course on the Program Student Learning Goals: Upon successful completion of ECO 250, students will have developed competencies toward Learning Goals #1, #2, #4, and #5