

**California State University, Los Angeles**  
**College of Business and Economics/Department of Economics and Statistics**  
**Economics 309, Applied Business and Economics Statistics II, Section 03 Fall**  
**2009**

**Instructor:** Dr. Stephen K. Pollard  
**Office Location:** ST 914  
**Telephone:** (323) (343-2950)  
**Email:** (spollar2@calstatela.edu)  
**Office Hours:** W 4-6PM and TH 4-6PM  
**Class Days/Time:** MW 1140am to 120pm  
**Classroom:** M: online W: SHC 348  
**Prerequisites:** Prerequisite: ECON 209 and MATH 102

**Course Description**

Data analysis using spreadsheet software: sampling, testing and statistical inference; study of relationships between variables within business contexts; regression, correlation and time-series analyses with business applications including forecasting. Some sections may be technologically mediated.

**Course Goals and Student Learning Objectives**

1. To evaluate summary numerical data and make decisions based on such information;
2. To understand fundamental concepts in statistics such as sampling, and to be able to consider such factors in making decisions from statistical information; and;
3. To acquire knowledge on how computer technology can assist in generating and analyzing statistical information.

## Course Content Learning Outcomes

Upon successful completion of this course, students will be able to:

LO1: To understand the nature and implication of basic principles of statistics and how they play an important role in our daily lives.

LO2: Organize and summarize data, and represent graphically the important information contained in a data set.

LO3: Build statistical models and compute numerical quantities that measure relationships to analyze business data sets.

LO4: Understand and apply the basic concepts of statistical inference to the decision making process.

LO5: Apply basic statistical methods and computing technology.

LO6: Impart an appreciation of the art and science of statistics and the application of logical techniques in all academic disciplines.

### a. Required Texts/Readings

#### i. Textbook

Anderson, Sweeny and Williams, Modern Business Statistics, 3rd Edition, South-Western, Cengage, 2009 (**available online only at [www.aplia.com](http://www.aplia.com), instructions given at the end of this syllabus to access the book, homework assignments and discussion group, students on financial aid can purchase the access codes through the campus bookstore**).

#### ii. Other Readings

None

#### iii. Websites

Personal and Professional Web Site:

<http://www.calstatela.edu/faculty/spollar2>;

Companion Course Web Sites: [www.aplia.com](http://www.aplia.com) (book, homework assignments and discussion forum)

## **b. Classroom Protocol**

I expect students to:

1. Arrive on time so we can begin promptly.
2. The use of cell phones, texting, instant messaging devices, etc are forbidden during class sessions.
3. Reading the assigned materials and exploring linked Web sites
4. Actively participating in the online and class discussions
5. Completing weekly assigned homework assignments
6. Completing weekly learning activities

What you can expect from me:

1. I will give you the respect that I ask you to give me and the other members of the class.
2. I will do my best to help you, but I cannot learn the material for you.
3. I will encourage and be receptive to constructive comments about my teaching.

## **c. Dropping and Adding**

Students are responsible for understanding the policies and procedures about add/drops, academic renewal, etc. Students should be aware of the current deadlines and penalties for adding and dropping classes:

<https://get.calstatela.edu/Registrar.htm>.

## **d. Assignments and Grading Policy**

We will cover 9 chapters (1-9) at the pace of approximately one per week. There are 4 activities for each chapter for each week. Here is the plan for each week and the order activities should be undertaken:

- Read the required textbook chapter
- Participate in the online discussion forum
- Do the weekly learning activities
- Do the assigned homework problems

Homework assignments are all done online at <http://www.aplia.com>. You will need Excel to assist you with the homework assignments. All assignments are due by 11

pm on the date due. Problems and due dates are posted on the course website.

**Late assignments are not accepted for any reason.**

### **Case Study**

Students will work individually and be assigned cases from chapters 10-16. Students will do a formal write up of each case in addition to utilizing Excel to obtain the answers. Additional information will be provided on the Aplia site.

- Participation in Online Discussions(10% of grade)
- Homework Assignments (40% of grade)
- Case Study reports (50%) **Due date: December 7, no later than 9:00 am**
- Final Class session:
  - **Section 03: Monday December 7, 2009 SHC 348, 10:45am to 1:15pm**

Grading Scale: I use the a straight grading scale and give + and - : 90 and above A range, 80 to 89 B range, 70 to 79 C Range, 60 to 69 D Range, 59 and less, F.

### **e. University Policies**

#### **i. Student Handbook**

Information on student rights and responsibilities, academic honesty, standards of conduct, etc., can be found in the Student Handbook:

<http://www.calstatela.edu/usu/csi/handbook.htm>.

#### **ii. Americans with Disabilities Act (ADA)**

Faculty will provide reasonable accommodation to any student with a disability who is registered with the Office of Students with Disabilities (OSD) who needs and requests accommodation. The faculty may wish to contact the OSD to verify the presence of a disability and confirm that accommodation is necessary. The OSD will arrange and provide for the accommodation. Reasonable accommodation may involve allowing a student to use an interpreter, note taker, or reader; accommodation may be needed during class sessions and for administration of examinations. The intent of the ADA in requiring consideration of reasonable accommodation is not to give a particular student an unfair advantage over other students, but simply to allow a student with disability to have an equal opportunity to be successful.

### **CSU Employee Furloughs – Impact on Classes**

This year across this campus and around the CSU system some class days will be cancelled because of furloughs. A furlough is mandatory un-paid time off; faculty and staff on each CSU campus are being “furloughed” two days per month.

These cancelled class days for this class are:

Friday October 16  
Monday October 19  
Friday November 6  
Friday November 20  
Wednesday December 2  
Thursday December 3

It is important to recognize that these days off are **not** holidays. You will not be able to contact me nor can I respond to your emails, phone calls or will be able to hold office hours. Instead, they are concrete examples of how massive state budget cuts have consequences for you as students and for me as a faculty member.

The CSU has suffered chronic under funding for at least 10 years. This year the budget cuts are the worst in the history of our university system — \$584 million or 20% of our budget.

The CSU administration is attempting to deal with these cuts with huge increases in student fees (32%), course reductions, and lay-offs of faculty and other university employees.

In addition to paying higher fees, students will likely be affected by reduced services and classes. The library will have shorter hours. Many campus support services may be decreased or eliminated. There may be challenges in getting needed signature on forms. Many courses will be cut from the class schedule or will be full.

If you would like to take action, or simply learn more, I strongly recommend you contact the California Faculty Association on campus to get connected with other CSULA students who are working on these issues.

For more information, please contact CFA by email: [cfa@cslanet.calstatela.edu](mailto:cfa@cslanet.calstatela.edu) or by phone: 323 343 – 5310.

## **Economics 309 / Applied Business and Economics Statistics II Spring 2009**

**All assignments are posted online at the [www.aplia.com](http://www.aplia.com) site. Due dates and times are also posted at this site.**

**Instructions to access the Aplia website, the book, homework assignments and discussion group are as follows:**

### Student Registration and Payment Instructions

---

Course Name: Economics 309 Bus. and Econ. Stat II Fall 2009

Start Date: 09/24/2009

Instructor: Stephen Pollard

Course Key: JDAS-TFSM-4Y2R

You can begin working on your homework as soon as you register!

- In this course, you will use a textbook and Aplia's website.
  - In most cases, you can save money if you buy Aplia and your textbook together. See payment options below.
  - You will have access to a digital version of your textbook using Aplia.
- 

### Registration

If you have never used Aplia before...

1. Connect to <http://www.aplia.com>.
2. Click the New Student link and enter your Course Key: JDAS-TFSM-4Y2R. Continue following the instructions to complete your registration.

If you have used Aplia before...

1. Connect to <http://www.aplia.com>.
2. Sign in with your usual e-mail address and password and enter your Course Key when prompted: JDAS-TFSM-4Y2R. If you are not prompted for a new Course Key, click the Enter Course Key button to enroll in a new Aplia course. Enter your Course Key when you are prompted.

\* You will have different payment options after you register for your course. If you choose to pay later, you can use Aplia without paying until 11:59 PM on 10/14/2009.

## Payment

### Option 1: Digital Textbook with Aplia Access

- From Aplia: Purchase access to your course from Aplia's website for \$80.00 USD.
- From Bookstore: Purchase an Aplia Access Card from your campus bookstore.

### Option 2: Physical Textbook with Aplia Access (also includes digital textbook)

- From Aplia: Purchase access to your course for \$80.00 USD and a physical book for \$70.00 USD from Aplia's website.

\* If you purchased an Aplia Access Card from a bookstore, enter the Access Card's payment code on Aplia's website as payment for your Aplia course.

\* You will have access to your digital textbook up until the end of this course.