

**University of North Texas at Dallas**  
**Spring 2012**  
**SYLLABUS**

<b>DSCI 5180D-090: Introduction to Decision Making (3 Hours)</b>	
<b>Department of</b>	Business
<b>Division of</b>	Urban and Professional Studies
<b>Instructor Name:</b>	Daniel D. Friesen
<b>Office Location:</b>	Founders' Hall 236
<b>Office Phone:</b>	972-338-1805
<b>Email Address:</b>	dfriesen@unt.edu
<b>Office Hours:</b>	W 10 am - 4 pm; TR noon - 2 pm; T 4-6 pm
<b>Virtual Office Hours:</b>	Not applicable
<b>Classroom Location:</b>	Founders' 241
<b>Class Meeting Days &amp; Times:</b>	Saturdays 9:00 am – 5:00 pm
<b>Course Catalog Description:</b>	Emphasis on model assumptions, applying the correct statistical model and interpreting the results. Topics include simple regression, multiple regression (e.g., qualitative variable coding, model building) and experimental design (e.g., completely randomized design, randomized block design, multi-factor designs).
<b>Prerequisites:</b>	<i>Prerequisites: DSCI 5010 or equivalent</i>
<b>Co-requisites:</b>	None
<b>Required Text:</b>	<u>Applied Regression Analysis - A Second Course in Business and Economic Statistics</u> , 2005, 4th Ed. Terry E. Dielman, Duxbury / Thomson. 0-534-46548-X. Book should include the data and software disk.
<b>Recommended Text and References:</b>	None.
<b>Access to Learning Resources:</b>	UNT Dallas Library: phone: (972) 780-3625; web: <a href="http://www.unt.edu/unt-dallas/library.htm">http://www.unt.edu/unt-dallas/library.htm</a> UNT Dallas Bookstore: phone: (972) 780-3652; e-mail: <a href="mailto:1012mgr@fheg.follett.com">1012mgr@fheg.follett.com</a>
<b>Course Goals or Overview:</b>	
	All business decisions require valid data and valid analytical techniques. The goals of this course are (1) to develop an understanding of regression analysis and its assumptions and approaches, and (2) to strengthen your ability to make business decisions through the use of regression techniques.

<b>Learning Objectives/Outcomes:</b> At the end of this course, the student will	
1	Develop an appreciation for the role of statistics in making decisions,
2	Know the central concepts of statistical analysis,
3	Understand Simple Regression/ Correlation as a data analysis technique,
4	Be able to build models using Multiple Regression,
5	Understand the role of ANOVA in experimental designs, and finally
6	Develop the capability to analyze data to enable better business decisions.

### Course Outline

This schedule is subject to change by the instructor. Any changes to this schedule will be communicated by face-to-face discourse, reinforced through email and course Blackboard site.

Saturday	Title	Text Sections
1	Review of Basics; Syllabus; etc.	Ch 1; 2.1, 2.2, 2.4-2.9
2	Simple Linear Regression I Simple Linear Regression II	3.1-3.7
3	Assessment Project Written Project Multiple Regression I	4.1-4.3
4	Assessment Project Written Project Multiple Regression II	4.4-4.7
5	Regression—The Assumptions Dummy Variables and I/As Written Project Assessment Project	5.2 6.1-6.3, 6.6-6.8 7.1-7.3
6	Variable Screening ANOVA Written Project Submit Assessment Project	8.1, 8.3, 8.4 9.1-9.3
7	Submit Written Project Possible Additional Topic Assessment Instrument Written Final Exam	

## Course Evaluation Methods

This course will utilize the following instruments to determine student grades and proficiency of the learning outcomes for the course.

**Exam** – There is a comprehensive final exam that uses an essay format.

**Quizzes**—there are 10 timed quizzes worth 20 points each.

**Projects** – there is an integrative project that requires analysis and reporting.

### Grading Matrix:

Instrument	Value (points or percentages)	Total
Quizzes	In-class: 7 quizzes at 10 points each On-line: 7quizzes at 10 points each	140
Project	Written report	100
Assessment	Project report, 100 points In-class test, 60 points	160
Final Exam	100	100
<b>Total:</b>		<b>500</b>

### Grade Determination: (sample given)

A = 400 – 360 pts; i.e. 90% or better

B = 320 – 359 pts; i.e. 80 – 89 %

C = 280 – 319 pts; i.e. 70 – 79 %

D = 240 – 279 pts; i.e. 60 – 69 %

F = 239 pts or below; i.e. less than 60%

## University Policies and Procedures

### Students with Disabilities (ADA Compliance):

The University of North Texas Dallas faculty is committed to complying with the Americans with Disabilities Act (ADA). Students' with documented disabilities are responsible for informing faculty of their needs for reasonable accommodations and providing written authorized documentation. For more information, you may visit the Office of Disability Accommodation/Student Development Office, Suite 115 or call Laura Smith at 972-780-3632.

### Student Evaluation of Teaching Effectiveness Policy:

The Student Evaluation of Teaching Effectiveness (SETE) is a requirement for all organized classes at UNT. This short survey will be made available to you at the end of the semester, providing you a chance to comment on how this class is taught. I am very interested in the feedback I get from students, as I work to continually improve my teaching. I consider the SETE to be an important part of your participation in this class.

### Assignment Policy:

Example problems are provided and discussed in class. Although not collected nor graded, they should be completed to get the most from this class.

### Exam Policy:

No makeup examinations or quizzes will be offered except for documented emergencies (See Student Handbook).

**Academic Integrity:**

Academic integrity is a hallmark of higher education. You are expected to abide by the University's code of conduct and Academic Dishonesty policy. Any person suspected of academic dishonesty (i.e., cheating or plagiarism) will be handled in accordance with the University's policies and procedures. Refer to the Student Code of Conduct at [http://www.unt.edu/csrr/student\\_conduct/index.html](http://www.unt.edu/csrr/student_conduct/index.html) for complete provisions of this code.

**Bad Weather Policy:**

On those days that present severe weather and driving conditions, a decision may be made to close the campus. In case of inclement weather, call UNT Dallas Campuses main voicemail number (972) 780-3600 or search postings on the campus website [www.unt.edu/dallas](http://www.unt.edu/dallas). Students are encouraged to update their Eagle Alert contact information, so they will receive this information automatically.

**Attendance and Participation Policy:**

Class attendance and participation is expected because the class is designed as a shared learning experience and because essential information not in the textbook will be discussed in class. However, attendance and participation are not directly assessed in the grade determination. Students are responsible to notify the instructor if they are missing class and for what reason. Students are also responsible to make up any work covered in class. It is recommended that each student coordinate with a student colleague to obtain a copy of the class notes, if they are absent.

**Diversity/Tolerance Policy:**

Students are encouraged to contribute their perspectives and insights to class discussions. However, offensive & inappropriate language (swearing) and remarks offensive to others of particular nationalities, ethnic groups, sexual preferences, religious groups, genders, or other ascribed statuses will not be tolerated. Disruptions which violate the Code of Student Conduct will be referred to the Center for Student Rights and Responsibilities as the instructor deems appropriate.

**Optional Policies:**

- Use of laptops and other calculating devices is encouraged, provided such use does not create distractions.
- The Grade of Incomplete, "I", cannot be used as a remedy for poor performance in this class. The set of conditions that allow for assignment of an "I" are exceedingly limited; thus, the grade is rarely assigned.