

**University of North Texas at Dallas**  
**Spring 2015**  
**SYLLABUS**

<b>DSCI 5180D-090: Introduction to Decision Making (3 Hours)</b>	
<b>Department of</b>	Business
<b>School of</b>	Business
<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>	<a href="mailto:daniel.friesen@untdallas.edu">daniel.friesen@untdallas.edu</a>
<b>Office Hours:</b>	<b>M:</b> 11a – 6 pm; <b>T:</b> 1 – 5 pm; <b>R:</b> 4 – 5 p; <b>Sat:</b> 4 - 5p; other days / times by appointment
<b>Virtual Office Hours:</b>	Not applicable
<b>Classroom Location:</b>	<b>Morning:</b> Founders 208; <b>Afternoon:</b> Founders 241
<b>Class Meeting Days &amp; Times:</b>	Saturdays 9:00 am – 4:00 pm, 1/24 - 3/7
<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	Understand 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/describe 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.

<b>Saturday</b>	<b>Title</b>	<b>Text Sections</b>
1 1/24	Syllabus + Review of Basics Discuss Written Class Project, Plots, Assessment Project Assign Participation 1	Ch 1 2.1, 2.2, 2.4-2.9
		<b>No Quiz</b>
2 1/31	Simple Linear Regression Discuss Written Class Project, Plots, Assessment Project Participation 1: Discuss/Assess Assign Participation 2	3.1-3.7
		<b>On-line Quiz 1</b>
3 2/7	Discuss Written Class Project, Plots, Assessment Project Multiple Regression I Participation 2: Discuss/Assess Assign Participation 3	4.1-4.3 4.4-4.7
		<b>On-line Quiz 2</b>
4 2/14	Regression—The Assumptions; Dummy and I/A Variables Discuss Written Class Project, Plots, Assessment Project Participation 3: Discuss/Assess Assign Participation 4	5.1-5.2 6.1-6.8 7.1-7.3
		<b>On-line Quiz 3</b>
5 2/21	Variable Screening Discuss Written Class Project, Plots, Assessment Project Participation 4: Discuss/Assess	8.1-8.4
		<b>On-line Quiz 4</b>
6 2/28	Submit Plots ANOVA	9.1
		<b>No Quiz</b>
7 3/7	Assessment Instrument (In-class test) Submit Assessment Project, Written Class Project	

## Course Evaluation Methods

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

**Exams** – *There is an Assessment test instrument composed of multiple choice questions.*

**Quizzes**—there are 4 timed quizzes administered through Blackboard; they are worth 20 points each.

**Projects** – there is an integrative project that requires analysis and reporting. There is an Assessment Project that requires quantitative analysis. There is a project that requires creation of plots using Excel.

**Participation** – There are participation assessments to evaluate level of preparation.

### Grading Matrix:

Instrument	Value (points or percentages)	Total
Quizzes	On-line: 4 quizzes at 20 points each	80
Project	Written report	100
Participation	Best 3 of 4 opportunities at 20 points each	60
Assessment	Assessment Report, 100 points In-class test instrument, 60 points	160
Plots	Written report	50
<b>Total:</b>		<b>450</b>

**Grade Determination: Standard cutoffs apply, e.g. +90% = “A” etc.**

## 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 Jamaica Chapple at 972-338-1775.

### Student Evaluation of Teaching Effectiveness Policy:

The Student Evaluation of Teaching Effectiveness (SETE) is a requirement for all organized classes at UNTD. 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.

### Assignment Policy:

Example problems are provided and discussed in class.

**Exam Policy:**

Makeup examinations or quizzes can be scheduled.

**Academic Integrity:**

Academic integrity is a hallmark of higher education. You are expected to abide by the University's code of conduct and Code of Academic Integrity. 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 <http://www.untDallas.edu/osa/policies> 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 <http://www.untDallas.edu/>. 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 for notifying 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 any missed class notes.

**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 (<http://www.untDallas.edu/osa/policies>) will be referred to the appropriate personnel.

**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.