Dear BADM 321 Students:

Welcome to BADM 321: Business Statistics I online from the University of South Dakota. My name is Mandie Weinandt and I am an instructor for the AACSB accredited Beacom School of Business.

Statistics are an important area of study for everyone; not just because this class may be a required part of your degree program but because you encounter the use of statistics every day!

- Amazon uses data from internet searches to offer customers the best prices on products they are shopping for via social media. 29% of Amazon’s sales come from their recommendation’s engine. (sqream.com)
- American Express uses data and predictive models to predict loyalty; they can identify 24% of customers which will close their accounts in 4 months. They use this data to improve customer retention. (techtarget.com)
- Macy’s uses demand and inventory data to adjust prices for 73 million items in real-time. (techtarget.com)
- Red Roof Inn uses weather and flight data to send targeted mobile promotions to travelers with a high probability of being stranded; this helped increase their business 10% in one year. (crmsearch.com)

These are just a few of the many examples of how companies use statistical concepts to improve business processes every day. Learning how these numbers are derived and what data this information comes from will not only help you improve your ability to create information from data, but also keep you from being deceived by statistical references.

Required Text

The required text for this class is Statistics for Business and Economics (11th edition or revised 11th edition) by David R. Anderson, Dennis J. Sweeney & Thomas A. Williams (South-Western Cengage Learning, 2011) ISBN: 0-324-78325-6 or 0-538-48164-1. This text is the same text used in BADM 220, Business Statistics. The online access code is not needed.

Technology Requirements

The University of South Dakota has established minimum technology requirements for participation in online courses. These are outlined under the “Technology Support and Requirements” section in the CDE Online Orientation document in the Getting Started widget on the course homepage.

We will also be using Microsoft Excel for this course. I recommend that you have access to the 2003 version or newer. Older versions may be used; however, I will not be able to readily assist with technical difficulties if you are using an older version.

Lectures over the material will be pre-recorded and available in D2L. Additionally, weekly office hours will be held using a web-conferencing system called Blackboard Collaborate. In
assigning homework and writing exams, I will expect you have watched these lectures and either attended or watched the live office hours.

In order to fully engage in office hours, you can purchase a USB multimedia headset. These can be purchased for around $20-$30 via the USD Barnes and Noble bookstore, or at your local electronics store (Walmart, Best Buy, etc.). I personally use Logitech equipment which works very well. If you plan to take multiple courses online, this is a good investment for all courses. Office hours also have a chat box which can be used for engaging in the discussion.

**Generic Course Schedule**

While this course is designed to fit a flexible learning schedule, the below table is an example of how one might structure their week to keep-up with the work requirements.

<table>
<thead>
<tr>
<th>Day</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday</td>
<td>New Material, Assignments, and Quiz (if applicable) Available for the Week</td>
</tr>
<tr>
<td>Tuesday</td>
<td>Independent Work Day-View Online Lectures</td>
</tr>
<tr>
<td>Wednesday</td>
<td>Independent Work Day-View Online Lectures</td>
</tr>
<tr>
<td>Thursday</td>
<td>Live Office Hours, 5:30-6:30pm CT in the Office Hours Chat Room</td>
</tr>
<tr>
<td>Friday</td>
<td>Independent Work Day-Assignment/Quiz</td>
</tr>
<tr>
<td>Saturday</td>
<td>Independent Work Day-Assignment/Quiz</td>
</tr>
<tr>
<td>Sunday</td>
<td>Assignments and Quizzes for the Week due before Midnight</td>
</tr>
</tbody>
</table>

**General Course Requirements and Expectations**

The South Dakota Board of Regents defines a credit hour as “one hour per week in class plus another two hours of study outside of class for 15 weeks equals one semester hours of credit.” Student should expect to spend approximately 9 hours per week for this 3 credit hour course. As an online course, the learning experience is flexible but not negotiable. The hours of study in class will be reproduced using pre-recorded lectures and the hours of study outside of class will be reproduced using live office hours, assignments, quizzes, and exams. As stated before, all assignments, quizzes, and exams will assume that you have watched the recorded lectures and attended or watched the online office hours.

My learning philosophy is that homework should be used for practice purposes and as a tool to learn the material. Given this, all homework will be graded at full credit as long as it is complete, turned in on time, and includes all work shown. Final answers to homework problems will be made available where applicable to help the learning process. Homework turned in late, incomplete, or without work shown will receive partial credit. Worked out homework problems and an answer key will be made available to students who complete the assignment within 72 hours after homework is due so you can compare your work and answers. Feedback will be provided in the D2L Dropbox if full credit is not granted for the assignment.

Quizzes will be multiple-choice and administered via the Quizzes link in D2L. These will be open book and open note; however, will be subject to a time limit appropriate for the content of
the quiz. Quiz grades will be made available as soon as the quiz is completed and answers will be available within 48 hours of the completion of the quiz.

Closed-book, closed-note exams will be given in paper format and will require the use of a proctor. Exams must be taken during the week designated in the syllabus. A formula sheet will be provided with all exams. Please note: Since proctors will have to email, fax, or mail exams to me, this may delay grading. Every effort will be made to return grades as quickly as possible. Graded exams will be returned to students as PDF files via email.

**Getting Started**

The textbook for this course can be purchased through the University Bookstore, Barnes and Noble or online from various vendors.

Accessing this course can be done via the USD student portal, my.usd.edu, or directly via https://d2l.sdbor.edu. The course should be listed in under the “My Courses” section of D2L.

Students will not be able to access the course until the start date of the course listed in WebAdvisor or in the Registration Confirmation email.

Students should be familiar with the CDE Online Orientation Document.

Once the course begins, you should do the following:

1. Familiarize yourself with the syllabus, textbook, and online layout of the course.
2. Post an introduction of yourself in the “Discuss” area of the course.
3. Attend (synchronously or asynchronously) the first live office hour session. Attending synchronously will help work out any bugs or glitches you may have in connection to Blackboard Collaborate sessions.

**Contacting Me**

Email is the best way to contact me: Mandie.Weinandt@usd.edu. I will do my best to answer emails within 24 hours on weekdays and within 48 hours on weekends. You may also call me at 605-658-6551; this is my office phone. Again, **email** is the best way to reach me.

I look forward to working with you throughout the semester!

Thank you,

Mandie Weinandt, M.B.A.; A.B.D.