ECON 5325: Data Driven Decision Making
Fall 2022
Time: W 4:00 – 6:30pm
Location: McGee Business 324

Office Hours: **Mondays (online only): 1:00pm – 3:00pm**
**Wednesdays: 1:00pm – 3:00pm**
**Tuesdays/Thursdays: 1:00pm – 4:00pm**

Office hours will be done either in-person or online. This means that I will be in my office during office hours, but we can still meet online. If you wish to meet online, please click on the Zoom link below. I have enabled the “waiting room” option, which means that you might have to wait a few minutes if I am talking with another student first before I let you into the Zoom meeting.

**Zoom Link:** https://sfasu.zoom.us/j/99857496416?pwd=bzBrY2h3N2xaOWk0b01H5kIRVQxZz09
**Meeting ID:** 998 5749 6416
**Password:** 394627

If you wish to meet outside these hours, please email me to schedule an appointment. Be sure to provide several possible meeting times to work with your schedule. Please be ready with specific questions before coming to office hours.

Course Description: Application of quantitative methods to business decision making. Topics include statistical estimation and inference, regression analysis, prediction techniques, and the use of Excel software to aid in business decision making.

Student Learning Outcomes: Upon successful completion of the course, student will be able to:
1. Select, understand, and apply appropriate quantitative methods to different business scenarios.
2. Use Excel software to conduct data analysis.
3. Analyze, interpret, and communicate findings to an audience in a clear and appropriate manner.

Course Materials:
2. Microsoft Excel software on a PC.
   - SFA students have free access to Microsoft Office 2016 through Office 365: http://www.sfasu.edu/mysfa/o365/
   - I will be instructing the course using a Microsoft Windows PC, so I do not recommend using a Mac for this course. Although, you are allowed to use a Mac. If using a Mac, please be aware of the discrepancies between a PC and Mac. You will be responsible for the differences between the two operating systems.
3. Computer (with webcam and microphone), stable internet access, Zoom software.
Grades: Your course grade is weighted as follows:

- **In-Class Exercises** - 10%
- **Homework** – 10%
- **Project** – 40%
- **Midterm** – 20%
- **Final Exam** – 20%

**In-Class Exercises:** Problem sets and exercises are administered during class time. They will be typically due on Wednesdays at 11pm and submitted via Dropbox in our D2L course. The two lowest exercise grades will be dropped from your overall course grade. This means that you are able to miss up to two (2) assignments for the whole semester. Failure to submit the assignment by the deadline results in a zero. There will be no make-up exercises offered for this class.

**Homework:** Homework assignments will be assigned on a weekly basis. They will be typically due on Mondays at 11pm via Dropbox in our D2L course. These assignments must be completed individually. The two lowest homework grades will be dropped from your overall homework course grade. This means that you are able to miss up to two (2) assignments for the whole semester. Late homework will not be graded, and thus result in a zero. To receive full credit, the student must answer the questions completely and correctly. Copying any part of another student's work is academic misconduct. There will be no make-up assignments offered for this class.

**Project:** The project will be completed in assigned groups of 2-3. Each group will be assigned a packet that includes their main objective/question and data in an Excel spreadsheet. The goal of the project is to address the objective/question using the data provided. More details will be on D2L. The project will be completed in 3 parts:

Part 1 – Initial Draft: Data Organization and Visualization – The first part of the project is worth 35% of the project grade (due on Friday, October 13\textsuperscript{th} at 11pm).

Part 2 – Final Draft: Data Analysis and Interpretation – The second part of the project is worth 35% of the project grade (due on Friday, November 17\textsuperscript{th} at 11pm).

Part 3 – Presentations of Findings and Results: The third part of the project is worth 20% of the project grade. Attendance during presentation days is part of your grade. Unexcused absences during presentation days will result in a 50% deduction in your presentation grade. Presentations will be scheduled on Wednesday, December 6\textsuperscript{th} during class time and Wednesday, December 13\textsuperscript{th}.

Part 4 – Peer Evaluations: The fourth part of the project is worth 10% of the project grade. Peer evaluations are based on a scale of 0-10. The average score on the peer evaluations determines whether an individual earns the full 10% or a portion of that amount. For example, if an individual receives an average score of 5 on the peer evaluations, they will only earn 5% instead of the full 10%. Each student is required to submit a peer evaluation. Failure to submit would result in a zero regardless of peer evaluations. (due on Wednesday, Wednesday, December 13\textsuperscript{th} at 11pm).

**Midterm Exam:** The midterm exam is (tentatively) scheduled for Wednesday, October 11\textsuperscript{th} during class time. The exam will be proctored both in class and via Zoom. Students are allowed to take the exam either in the classroom or remote. When taking the exam remotely, the student is responsible for having access to a stable internet connection, webcam, and microphone for Zoom proctoring. In the unfortunate event of a missed midterm exam, the student should contact the instructor as soon as possible. Only an excused absence would merit a make-up exam.
**Final Exam:** The Final Exam is scheduled for **Wednesday, November 29th.** The exam will be proctored both in class and via Zoom. Students are allowed to take the exam either in the classroom or remote. When taking the exam remotely, the student is responsible for having access to a stable internet connection, webcam, and microphone for Zoom proctoring. Taking this exam is a requirement of all students. Anyone who misses the final exam without any proper (medical or university-related) documentation will automatically receive a zero on the test. There are no alternatives to taking the final exam at this time and date.

**Make-up Policy for Final Exam.** Only under extraordinary circumstance such as a documented medical emergency will you be granted with permission for a make-up final exam. If you miss the final exam without proper documentation or approval from the instructor, you will generally not be allowed to take a make-up final. Under some extreme circumstances, you may be allowed to take a make-up final for non-documented reasons. If you are given permission for a make-up final, you will receive an incomplete for the course and a make-up final will be administered to you during the following semester. You must see the instructor and sign a removal of incomplete document to receive the grade or you will receive a zero on your final exam. If you do not take the final exam, you will receive a grade of zero for your final exam grade. **Oversleeping is not an extreme circumstance—in other words DO NOT miss the final.**

**Extra-credit:** There will be no extra credit given to any individual students. Although, extra credit opportunities for the entire class may arise during the semester.

**Grading Scale:** At the end of the semester, you will have weighted scores adding up to a possible 100 percentage points (not including extra credit). Your final letter grade for this course will be based on the following scale:

- A: 90 – 100+
- B: 79 – 89
- C: 67 – 78
- D: 55 – 66
- F: Below 55

**Tentative Schedule** (subject to change during the semester)

- **Week 1:** Data and data sources (Chapter 1)
- **Week 2:** Data organization and visualization (Chapter 2),
- **Week 3:** Descriptive Statistics (Chapter 3)
- **Week 4:** Probability and Probability Distributions (Chapter 4, 5, 6)
- **Week 5:** Interval Estimation (Chapter 8)
- **Week 6:** Hypothesis Testing (Chapter 9)
- **Week 7:** Midterm Exam
- **Week 8:** Simple Regression (Chapter 14)
- **Week 9:** Multiple Regression (Chapter 15)
- **Week 10:** Model Building: Dummy Variables and Interaction Terms (Chapter 16, 17)
- **Week 11:** Nonlinear Regressions (*not in textbook*)
- **Week 12:** Time Series (Chapter 17)
- **Week 13:** Thanksgiving Break
- **Week 14:** Final Exam
- **Week 15:** Project Presentations 1
- **Week 16:** Project Presentations 2
General Student Policies: Academic Integrity (10.4)
The Code of Student Conduct and Academic Integrity ([https://www.sfasu.edu/docs/policies/10.4.pdf](https://www.sfasu.edu/docs/policies/10.4.pdf)) outlines the prohibited conduct by any student enrolled in a course at SFA. It is the responsibility of all members of all faculty, staff, and students to adhere to and uphold this policy.

Articles IV, VI, and VII of the new Code of Student Conduct and Academic Integrity outline the violations and procedures concerning academic conduct, including cheating, plagiarism, collusion, and misrepresentation. Cheating includes, but is not limited to: (1) Copying from the test paper (or other assignment) of another student, (2) Possession and/or use during a test of materials that are not authorized by the person giving the test, (3) Using, obtaining, or attempting to obtain by any means the whole or any part of a non-administered test, test key, homework solution, or computer program, or using a test that has been administered in prior classes or semesters without permission of the Faculty member, (4) Substituting for another person, or permitting another person to substitute for one's self, to take a test, (5) Falsifying research data, laboratory reports, and/or other records or academic work offered for credit, (6) Using any sort of unauthorized resources or technology in completion of educational activities.

Plagiarism is the appropriation of material that is attributable in whole or in part to another source or the use of one's own previous work in another context without citing that it was used previously, without any indication of the original source, including words, ideas, illustrations, structure, computer code, and other expression or media, and presenting that material as one's own academic work being offered for credit or in conjunction with a program course or degree requirements.

Collusion is the unauthorized collaboration with another person in preparing academic assignments offered for credit or collaboration with another person to commit a violation of any provision of the rules on academic dishonesty, including disclosing and/or distributing the contents of an exam.

Misrepresentation is providing false grades or résumés; providing false or misleading information in an effort to receive a postponement or an extension on a test, quiz, or other assignment for the purpose of obtaining an academic or financial benefit for oneself or another individual or to injure another student academically or financially.

Student Conduct (10.4)
Classroom behavior should not interfere with the instructor’s ability to conduct the class or the ability of other students to learn from the instructional program (see the full Code of Student Conduct and Academic Integrity here: [https://www.sfasu.edu/docs/policies/10.4.pdf](https://www.sfasu.edu/docs/policies/10.4.pdf)). Unacceptable or disruptive behavior will not be tolerated. Students who disrupt the learning environment may be asked to leave class and may be subject to judicial, academic, or other penalties. This prohibition applies to all instructional forums, including electronic, classroom, labs, discussion groups, field trips, etc. The instructor shall have full discretion over what behavior is appropriate/ inappropriate in the classroom.

Course Grades (5.5)
Ordinarily, at the discretion of the instructor of record and with the approval of the academic chair/director, a grade of WH will be assigned only if the student cannot complete the coursework because of unavoidable circumstances. Students must complete the work within one calendar year from the end of the semester in which they receive a WH, or the grade automatically becomes an F. If students register for the same course in future terms the WH will automatically become an F and will be counted as a repeated course to compute the grade point average. For additional information, go to [https://www.sfasu.edu/policies/course-grades-5.5.pdf](https://www.sfasu.edu/policies/course-grades-5.5.pdf).
**Students with Disabilities**
To obtain disability-related accommodations, alternate formats, and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Human Services Building, and Room 325, 468-3004 / 468-1004 (TDD) as early as possible in the semester. Once verified, ODS will notify the course instructor and outline the accommodation and/or auxiliary aids to be provided. Failure to request services promptly may delay your accommodations. For additional information, go to [http://www.sfasu.edu/disabilityservices/](http://www.sfasu.edu/disabilityservices/).

**Student Wellness and Well-Being**
SFA values students’ overall well-being, mental health and the role it plays in academic and overall student success. Students may experience stressors that can impact both their academic experience and their personal well-being. These may include academic pressure and challenges associated with relationships, emotional well-being, alcohol and other drugs, identities, finances, etc.

If you are experiencing concerns, seeking help, SFA provides a variety of resources to support students' mental health and wellness. Many of these resources are free, and all of them are confidential.

On-campus Resources: The Dean of Students Office (Rusk Building, 3rd floor lobby), www.sfasu.edu/deanofstudents, 936.468.7249, dos@sfasu.edu; SFA Human Services Counseling Clinic (Human Services, Room 202), www.sfasu.edu/humanservices/139.asp, 936.468.1041; The Health and Wellness Hub “The Hub” (corner of E. College and Raguet St.), To support the health and well-being of every Lumberjack, the Health and Wellness Hub offers comprehensive services that treat the whole person – mind, body and spirit, Services include: Health Services, Counseling Services, Student Outreach and Support, Food Pantry, Wellness Coaching, Alcohol and Other Drug Education, www.sfasu.edu/thehub, 936.468.4008, thehub@sfasu.edu.

Crisis Resources: Burke 24-hour crisis line - 1.800.392.8343; National Suicide Crisis Prevention - 9-8-8; Suicide Prevention Lifeline - 1.800.273.TALK (8255); johCrisis Text Line - Text HELLO to 741-741.