

## **Stetson School of Business and Economics Fall 2009**

The Stetson School of Business and Economics (SSBE) promotes the advancement and integration of quality business education and practice. In support of Mercer University's mission, the School provides undergraduate and graduate programs that are designed to enable, enhance, and expand professional careers, civic responsibility and lifelong learning.

### **BUS 350: Business Quantitative Analysis**

**Instructor:** Dr. Franklin G. Mixon, Jr.  
**Office:** Stetson 225 (ext. 2842)  
**Office Hours:** Tuesday and Thursday, 9:30-10:15am and 1:00-2:30pm, or by appointment  
**e-mail:** mixon\_fg@mercer.edu

**Course Description:** Emphasis will be placed on the practical application of quantitative analysis as it is used in business. Specific topics to be covered include: probability, forecasting, linear regression, linear programming, critical path method, program evaluation and review techniques, decision theory, and related techniques.

**Textbook:** *Statistics for Business and Economics* (10e), by David R. Anderson, Dennis J. Sweeney, and Thomas A. Williams, Copyright 2009, Thomson—Southwestern.

**Homeworks and Quizzes:** Occasionally there will be homework assignments and small quizzes. The quizzes will be in-class, and announced at least one class meeting prior to their occurrence. Due dates for HW assignments will be announced by the instructor.

**Exams:** There will be three midterm exams and a final exam, for a total of four exams. The exams will consist of multiple choice questions. Please bring a calculator and a scantron to each exam. The exams will occur on the following dates:

**Exam 1:** Thursday, September 24  
**Exam 2:** Thursday, October 22  
**Exam 3:** Thursday, December 3  
**Final:** TBA

**Grading Policy:** Based on a 10-point grading scale, the following scheme will be used to calculate each student's grade:

Homework Average	-- 5%
Quiz Average	-- 10%
Exam I	-- 20%
Exam II	-- 20%
Exam III	-- 20%
Final Exam	-- 25%

**University Policy for Students with Disabilities:** Students with a documented disability should inform the instructor at the close of the first class meeting. The instructor will refer you to the Office of Student Services (SSS) for consultation regarding evaluation, documentation of your disability, and recommendations for accommodations, if needed. Students will receive from the SSS the Faculty Accommodation Form. On this form, SSS will identify reasonable accommodation for this class. The form must be given to the instructor for signature and then returned to SSS. To take full advantage of disability services, it is recommended that students contact SSS immediately. The office is located on the third floor of the Connell Student Center.