University of Southern Maine School of Business
Syllabus: BUS241-0001, Applied Business Modeling

- Spring 2022, Tuesdays & Thursdays, 2:00 – 3:15 p.m.
  - Online, live, via Zoom
- Instructor: Frank Hines
- frank.hines@maine.edu
- Office Hours: Before and after class or by appointment via Zoom
- Prerequisites: MAT 210 or MAT 120 (with a C- or higher grade) or other approved statistics course (see usm.maine.edu/school-of-business/stats for other approved courses)
- Class Location: Classes held synchronously via Zoom. Students are expected to login 5 minutes before class and attend all classes via Zoom. The following is the only Zoom link for this class:
  https://zoom.us/j/9427630613
- Attendance Required: Students are responsible for all material covered during class.

Course Description & Objectives: Applied Business Modeling is designed to help you think about structuring varied business situations for quantitative analysis using Excel. Since the course is focused on thinking and doing, we will spend less time on learning the tools. We will use several advanced features of Excel which are seldom known to Excel users. It will cover a wide range of Excel functions for business case analysis using Look Up functions, Database functions, Excel Tables, Array formula's, Data Analysis Tool Pack, Statistical Analysis functions, and Regressions.

Learning Outcomes: Though the course title may appear highly technical, the focus is more on business decision making through the use of statistical models. Outcomes include:
1. Understanding the role of technology as tool in aiding managerial decisions.
2. Harnessing power of computer tool to gain insights in managerial problems.
3. Introducing spread sheets to model managerial problems.
4. Developing skills to create algorithms and its application in decision making.
5. Understanding basic concepts of handling large amount of business data.

Attendance & Punctuality
The USM School of Business is committed to student success. Because there is a direct correlation between academic performance and class attendance, students are encouraged to attend all scheduled class sessions. Even though this course is being taught via Zoom, attendance is required and punctuality is expected. Classes will begin and end on time. Poor attendance may result in a reduction of your final grade.
Course Materials: BrightSpace, Mindtap & Cengage. The textbook for this is *Modern Business Statistics with Microsoft Excel*. This complete textbook, practice problems, quizzes and tests are provided entirely online in a system called Mindtap, which will be accessible to you through BrightSpace. There is also a hardcopy version of the textbook available as a supplement to the online system; it is highly recommended to obtain the hardcopy textbook because you will need to read most of the text. **You are required to purchase the online textbook for this course.** The text book is published by Cengage, which has offered us three versions of the Mindtap/textbook bundle:

- **Option 1 Bundle: Modern Business Statistics with Microsoft Excel, Loose-leaf Version, 7th + MindTap, 1 term Printed Access Card**
  - by Anderson/Sweeney/Williams/Fry/Ohlmann
  - Edition: 7th
  - ISBN: 9780357531051
  - Format: Loose-leaf w/ Access Card
  - Pub. Date: 5/2/2020
  - $179.84

- **Option 2 Cengage Unlimited 1 Term Subscription**
  - by Cengage
  - ISBN: 9780357700037
  - Pub. Date: 3/8/2018
  - This option will provide access to all Cengage materials in digital format. If you choose this option and wish to have a physical textbook, you can rent a copy from Cengage for $7.99.
  - $119.99

If you choose option 2, the Professor recommends you rent the paper copy of the book. It is cumbersome to read the text online and, particularly, to go back and forth between the assigned problems (there will be MANY) and the relevant portions of the textbook. **Students without printed versions did complain** about this when asked.

*Pricing subject to change. Beware of sites that are selling discounted codes. These sources are likely unauthorized sellers who have acquired access codes illegally, and transactions with such sources may pose a risk to your personal information.*
Computer Integration & Student PC Skills
All students enrolled in School of Business courses are expected to be computer literate and demonstrate this literacy by passing the ABU-190 Spreadsheets and Problem-Solving class or the SB computer proficiency examination.

Email Communications
The instructor uses email as a primary means of communicating with students. Communications other than assignments scheduled and submitted through BrightSpace / Mindtap should be managed through email. All students are expected to use and regularly check their email accounts. If you are not in the habit of accessing your email every day, you will need to “on-the-job” after you graduate, so please get into the habit now!

BrightSpace
Every student is required to have a BrightSpace. If you need help with BrightSpace, please contact the USM IT help desk helpdesk@usm.maine.edu. All students are expected to log in to the course BrightSpace area frequently.

Grading and Assessment. Most assignments will be issued through Mindtap. Your online graded material will include “Assignments” (weekly homework that is graded) and Quizzes/Tests.

- **Grades will be determined** through an average of the following:
  - Graded Assignments (homework), 30%
  - Quizzes and Tests, 70%
    - Quizzes will be weighted differently than Tests within this category; the actual weights are still TBD.
    - There will be one “WHO Case Study” assigned outside of Mindtap late in the semester. This will count as one Test.
  - Class Participation, (points may be added to or deducted from your final grade at the instructor’s discretion)
    - Attendance
    - Willingness to participate in any group discussion
    - The quality of your preparation and contribution
    - Professionalism - attendance, punctuality & responsiveness
    - Handing in requested work in a timely manner

- **Flexibility.** The Professor reserves the right to add or eliminate assignments and to modify this grade schedule.
Class schedule (below) is subject to change due to class adjustments, weather cancellations, etc.; please check course BrightSpace area regularly for updates.

<table>
<thead>
<tr>
<th>Dates</th>
<th>Chapter(s) / Topics</th>
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<tbody>
<tr>
<td>1/18 – 1/20</td>
<td>1. Data and Statistics.</td>
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<tr>
<td>2/8 – 2/10</td>
<td>4. Introduction to Probability.</td>
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<td></td>
<td><strong>No classes week of 3/15 – 3/17 (spring break)</strong></td>
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<td>4/5 – 4/7</td>
<td>WHO Case Study</td>
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<td>4/12 – 4/14</td>
<td>19. Statistical Methods for Quality Control,</td>
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<tr>
<td>April 30</td>
<td>Finals Begin – No Final Exam for BUS 241</td>
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Final Examination
There is no “Final Examination” for this class. There may be a test, however, during the last day of regularly scheduled classes.
UNIVERSITY POLICIES AND RESOURCES

ACADEMIC INTEGRITY / PLAGIARISM
Everyone associated with the University of Southern Maine is expected to adhere to the principles of academic integrity central to the academic function of the University. Any breach of academic integrity represents a serious offense. Each student has a responsibility to know the standards of conduct and expectations of academic integrity that apply to academic tasks. Violations of academic integrity include any actions that attempt to promote or enhance the academic standing of any student by dishonest means. Cheating on an examination, stealing the words or ideas of another (i.e., plagiarism), making statements known to be false or misleading, falsifying the results of one's research, improperly using library materials or computer files, or altering or forging academic records are examples of violations of this policy which are contrary to the academic purposes for which the University exists. Acts that violate academic integrity disrupt the educational process and are not acceptable.

Evidence of a violation of the academic integrity policy will normally result in disciplinary action. A copy of the complete policy may be obtained from the office of Community Standards and Mediation, online at usm.maine.edu/community-standards-mediation/academic-integrity or by calling and requesting a copy at (207) 780-5242.

DISABILITY ACCOMMODATIONS
The university is committed to providing students with disabilities equal access to all university programs and services. If you think you have a disability and would like to request accommodations, please contact the Disability Services Center. Timely notification is essential. The Disability Services Center can be reached by calling 207-780-4706 or by email dsc-usm@maine.edu. If you have already received a faculty accommodation letter from the Disability Services Center and would like to request accommodations for this course, please provide me with that information as soon as possible. Please make a private appointment so that we can review your accommodations together.

TUTORING AND WRITING ASSISTANCE
Tutoring at USM is for all students, not just those who are struggling. Tutoring provides active feedback and practice, and is available for writing, math, and many more subjects. Walk-in tutoring is available at the Glickman Library in Portland, the Gorham Library, and the LAC Writing Center. For best service, we recommend making an appointment at https://usm.maine.edu/learningcommons/schedule-tutoring-appointment. Questions about tutoring should be directed to Naamah Jarnot at 207-780-4554. Interested in becoming a more effective, efficient learner? Check out https://usm.maine.edu/agile!

HEALTH AND COUNSELING
Counseling is available at USM. The best way to schedule an appointment is by phone at 780-5411. More information is available at https://usm.maine.edu/uhcs.
RECOVERY ORIENTED CAMPUS CENTER (ROCC)
A peer support community for students in recovery from substance abuse and other mental health conditions is available at USM. More information may be found online at https://usm.maine.edu/recovery or by contacting ROCC at 207-228-8141.

NONDISCRIMINATION POLICY AND BIAS REPORTING
The University of Southern Maine is an EEO/AA employer, and does not discriminate on the grounds of race, color, religion, sex, sexual orientation, transgender status, gender expression, national origin, citizenship status, age, disability, genetic information or veteran's status in employment, education, and all other programs and activities. The following person has been designated to handle inquiries regarding non-discrimination policies: Amie Parker, Interim Director of Equal Opportunity, The Farmhouse, University of Maine Augusta, Augusta, ME 04333, 207.581.1226, TTY 711 (Maine Relay System). Incidents of discrimination or bias at USM should be reported to Associate Vice President for Student Affairs David Roussel at 207-780-5242.

STATEMENT ON RELIGIOUS OBSERVANCE FOR USM STUDENTS
Absence for Religious Holy Days: The University of Southern Maine respects the religious beliefs of all members of the community, affirms their rights to observe significant religious holy days, and will make reasonable accommodations, upon request, for such observances. If a student’s religious observance is in conflict with the academic experience, they should inform their instructor(s) of the class or other school functions that will be affected. It is the student’s responsibility to make the necessary arrangements mutually agreed upon with the instructor(s).

TITLE IX STATEMENT
The University of Southern Maine is committed to making our campuses safer places for students. Because of this commitment, and our federal obligations, faculty and other employees are considered mandated reporters when it comes to experiences of interpersonal violence (sexual assault, sexual harassment, dating or domestic violence, and stalking). Disclosures of interpersonal violence must be passed along to the University’s Deputy Title IX Coordinator who can help provide support and academic remedies for students who have been impacted. More information can be found online at http://usm.maine.edu/campus-safety-project or by contacting Sarah E. Holmes at usm.TitleIX@maine.edu or 207-780-5767.

If students want to speak with someone confidentially, the following resources are available on and off campus: University Counseling Services (207-780-4050); 24 Hour Sexual Assault Hotline (1-800-871-7741); 24 Hour Domestic Violence Hotline (1-866-834-4357).
POLICY ON ACCEPTABLE CONDUCT IN CLASS SETTINGS
If a student substantially disrupts a class, the professor may ask the student to align with this policy on conduct in a class setting. If the student refuses, the professor may, at their discretion, ask the student to leave. If the professor takes this step, they must attempt to communicate with the student and provide informal counsel and advice. The professor may elect to notify their dean of the situation as well. If the student disrupts the class again, the professor may, at their discretion, provide a written notification to the student, describe the offending behavior, and refer the student’s case to the appropriate academic dean and notify the dean of students that an official student conduct code violation has occurred [https://usm.maine.edu/community-standards-mediation/conduct-process].

COVID FACE COVERING REQUIREMENT
Per USM and the University of Maine System, all students, faculty, and staff members are required to wear a face covering, including during all face-to-face classes. Resident students are exempted from this requirement when in their own room in the residence hall. Students seeking additional exceptions from this requirement should refer to the DISABILITY ACCOMMODATIONS section of this syllabus. https://www.maine.edu/together/community-guidance/everyone/