



## **Course Syllabus: Adv Applied Business Stats**

Dillard College of Business Administration  
BUAD 5603 Section 280  
T 0700pm 0950pm DB 324  
Spring Semester 2026

### **Contact Information**

Instructor: Dr. John E. Martinez  
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### **Course Description**

The course emphasizes the application of statistical tools to real-life business concerns. Taking into consideration current statistical technology, the course focuses on the use and interpretation of software, while also demonstrating the logic, reasoning, and calculations that lie behind any statistical analysis. Furthermore, the course is structured around the most commonly used SAS statistical procedures. You will also learn how to test the assumptions for all relevant statistical tests. Major topics featured include descriptive statistics, one- and two-sample tests, ANOVA, correlation, linear and multiple regression, and analysis of categorical data.

Course Pre-requisites - BUAD 3033 or equivalent and consent of Graduate Coordinator here to enter text

### **Textbook & Instructional Materials**

Required text:

Connect 3P Inclusive Access Online Access for Essentials of Business Statistics / Jaggia, Kelly / 3rd edition / 9781265192228 / 180-days /  
<https://connect.mheducation.com/class/j-martinez-inperson-280>

Optional text:

A Gentle Introduction to Statistics Using SAS® Studio in the Cloud  
Copyright © 2021, SAS Institute Inc., Cary, NC, USA  
978-1-954844-45-2 (Paperback) 978-1-954844-47-6 (EPUB)

Course Material:

Access to SAS OnDEMAND for Academics (SODA) and to EXCEL

The great news about SAS OnDemand for Academics (hence forth called ODA – OnDemand for Academics) is that you don't have to download anything! You access SAS on a cloud platform.

SAS Studio provides an environment that includes a point-and-click facility for performing many common tasks, such as producing reports, graphs, data summaries, and statistical tests. SAS Studio enables you to write and run your own programs.

#### Registering for ODA

To gain access to ODA, you need to register with SAS Institute. Part of the registration process is to create a SAS profile. If you already have a SAS profile, skip that portion of the instructions. To start, point your browser to:

<https://welcome.oda.sas.com>

#### Other ancillary Material:

In addition to the two texts, students need to have access to the following:

- WebCam video
- Thumb drive:

Each student should have a thumb drive (USB) on which to keep various data sets and assignments that will be a part of each class. Projects and assignments may include the requirement that electronic versions of your work be submitted. If students have access to MSU-DCOBA labs, then downloading the SAS software is not necessary. SAS software is installed in most DCOBA labs.

#### **COURSE POLICIES:**

##### A. Attendance Policy:

Being an in-person course, physical classroom attendance is strongly recommended. Except for a limited number of situations, the instructor will not review class material nor reiterate class instructions to any student not regularly attending class. Students are expected to access all videos and taped lectures for this course. Many important announcements are provided for this course. You are expected to log into D2L a minimum of once daily to check for updates and announcements via postings and email.

##### B. Other Related Policies

Use of personal electronic communication devices, other than through D2L, is not permitted during exams and students are required to disable any other electronic instruments during exams. Individuals holding devices that disrupt class may be asked to leave the class for the remainder of the session.

##### Expectation

Answers you provide in exams and case studies are expected to reflect logical reasoning, to be well articulated, including correct grammar and punctuation and to be clearly legible, in a manner and format that would be acceptable for a business report in a commercial setting. Students will be expected to develop a base knowledge in using SAS. Each student is expected to become sufficiently familiar with the Desire-2-Learn (D2L), as it will be a primary communication instrument for this class.

## Study Hours and Tutoring Assistance

Click here to enter text

## Student Handbook

Refer to: [Student Handbook](#)

## Academic Misconduct Policy & Procedures

Academic Dishonesty: Cheating, collusion, and plagiarism (the act of using source material of other persons, either published or unpublished, without following the accepted techniques of crediting, or the submission for credit of work not the individual's to whom credit is given). Additional guidelines on procedures in these matters may be found in the Office of Student Conduct.

[Office of Student Conduct](#)

## Moffett Library

Moffett Library provides resources and services to support student's studies and assignments, including books, peer-reviewed journals, databases, and multimedia materials accessible both on campus and remotely. The library offers media equipment checkout, reservable study rooms, and research assistance from librarians to help students effectively find, evaluate, and use information.

Get started on this [Moffett Library webpage](#) to explore these resources and learn how to best utilize the library.

## Grading

*Table 1: Points allocated to each assignment*

| Assignments      | Points |
|------------------|--------|
| MAJOR EXAMS      | 300    |
| Exam I           | 100    |
| Exam II          | 100    |
| Exam III         | 100    |
| Quizzes          | 100    |
| Business cases   | 200    |
| Managerial cases | 100    |
| Textbook cases   | 100    |
| Final Exam       | 400    |
| Total Points     | 1000   |

*Table 2: Total points for final grade.*

| Grade | Points        |
|-------|---------------|
| A     | 900           |
| B     | 800 to 899    |
| C     | 700 to 799    |
| D     | 600 to 699    |
| F     | Less than 600 |

### **Quizzes (10%)**

A quiz will be given over all chapters of the text. All quizzes are equally weighted. The quizzes are taken through CONNECT. Specified dates of completion are found in CONNECT. Quizzes will consist of objective-type questions [TF or MC] from CONNECT. The text and hand-held calculator are permissible for quizzes. Utilization of any other material, electronic or otherwise, will result in a zero for that quiz. A student's lowest quiz scores can be replaced with their final exam grade. Failure to take a quiz on the scheduled date without prior permission from the instructor will result in a zero for that quiz. Failure to take any quiz without prior approval will result either in an 'F' or 'I' (incomplete) for that quiz. If, because of a truly unavoidable situation, you are absolutely not able to take a quiz at the scheduled time/date, it is your responsibility to contact your instructor well in advance to ask to take any quiz early. If a real, legitimate, last minute emergency occurs, it is your responsibility to contact me before the quiz begins.

### **Exams (30%)**

Three major exams will be given. Each exam will involve calculation and derivation of answers as well as their interpretation and meaning. Questions will come from the text and notes. Exams will consist mostly of objective-type questions [TF or MC] from CONNECT. The text and hand-held calculator are permissible for exams. Utilization of any other material, electronic or otherwise, will result in a zero for that exam. A student's lowest exam score can be replaced with their final exam grade. Failure to take an exam on the scheduled date without prior permission from the instructor will result in a zero for that exam. Failure to take any exam without prior approval will result either in an 'F' or 'I' (incomplete) for the course. If, because of a truly unavoidable situation, you are absolutely not able to take an exam at the scheduled time/date, it is your responsibility to contact your instructor well in advance to ask to take the exam early. If a real, legitimate, last minute emergency occurs, it is your responsibility to contact me before the exam begins.

### **Business Stat Cases (20%)**

All cases are due by midnight, Sunday, May 10. Cases should be submitted to the appropriate submission folder on D2L. More detailed information about the requirement for all cases can be found in the attachment provided by the instructor either in hard copy form or through D2L course content.

#### **A. Managerial Cases – Written Assignments (10%):**

Three Managerial Cases are required. The goal of each case is to correctly understand a business situation, solve a real problem, and make a good business decision. Designated cases with specific formatting guidelines are attached at the end of this syllabus. Statistical output for these cases will be generated using SAS. More detailed information about this requirement can be found in the attachment [see Format for Managerial Case Writing Assignments] provided by the instructor either in hard copy form or through D2L course content.

#### B. Textbook cases – Written Assignments (10%)

Four cases from the text are required. Statistical output for these cases will be generated using EXCEL. These written cases should be formatted in accordance with the end-of-chapter case studies – Writing with Data.

### **Final Exam (40%)**

A comprehensive final exam will be given. This exam will be an objective-type exam [TF or MC]. For students enrolled in the in-person class, the final must be taken in-person at the scheduled date based on the final exam schedule. A student's final exam score can be used to replace their lowest exam score. For students approved as Distance or on-line Learners, the exam instructions will be available via D2L. Only certified testing centers are permitted to administer exams. Students are responsible for arranging a testing center to oversee the exam process. Students enrolled in a course(s) requiring proctored exams, must have a proctor on file. Proctors must be able to monitor the student throughout the entire exam. The testing site information must be submitted one month before the scheduled date of the final exam. All testing centers must be approved by instructor. Libraries are prohibited from proctoring exams. Students are not allowed to handle the exam after completion under any circumstances. Proctored exams are not to be removed from the testing center at any time. No late exams will be accepted.

#### **Further guidelines about Testing Centers for Online Final Exam**

For locating a testing center, you can find some approved public testing centers near you at <https://clep.collegeboard.org/clep-test-center-search>.

You'll be responsible for making the arrangement with an approved testing center of your choice, and scheduling to take the exam on or before the final exam expiration date, as stated in the syllabus. The password-protected exam shall be administered online through D2L using a computer provided by the testing center. The computer needs to support the RESPONDUS Lockdown Browser. There are no allowed resources for the exam – not even a calculator. Draft papers and stationery such as pen and pencil are also not allowed. No electronic device is allowed for the exam (e.g., no cell phone). The exam will have approximately 67 objective type questions with a two-hour time limit. The rest of the exam specification also remains the same. After you make the testing arrangement with an approved testing center, please have the contact person from the testing center email instructor, or provide instructor with the email address of the contact person. I'll then share the password of the exam with that person, such that at your scheduled exam time, the testing center will provide you with the password to enter the exam. You'll access the exam through our D2L course page as before.

If you are an online student, you may take the exam at the same time and the same classroom as the in-person class. If you choose to take the proctored exam in the College at a different date than the in-person class, please make the arrangement at least a week before the scheduled exam date with our department secretary, Ms. Anne Dugan ([anne.dugan@msutexas.edu](mailto:anne.dugan@msutexas.edu)). You'll then take the proctored exam in a computer lab in Dillard College.

## Extra Credit

No extra assignments are provided.

## Late Work

For Business cases, late work may be accepted but only with advance permission from instructor and with severe penalties attached.

## Make Up Work/Tests

Except for medical, campus, or governmental requirements, students are not allowed to make up missed assignments. The appropriate paper work should accompany the reason for missing an assignment.

## Important Dates

- Last day for term schedule changes: January 23
- Deadline to file for graduation: February 16.
- Last Day to drop with a grade of "W": April 29.
- Refer to: [Drops, Withdrawals & Void](#)
- For other dates refer to this site: [Academic-Calendars](#)

## Desire-to-Learn (D2L)

Extensive use of the MSU D2L program is a part of this course. Each student is expected to be familiar with this program as it provides a primary source of communication regarding assignments, examination materials, and general course information. You can log into [D2L](#) through the MSU Homepage. If you experience difficulties, please contact the technicians listed for the program or contact your instructor.

## Online Computer Requirements

Taking an online class requires you to have access to a computer (with Internet access) to complete and upload your assignments. It is your responsibility to have (or have access to) a working computer in this class.

***\*Assignments and tests are due by the due date, and personal computer technical difficulties will not be considered reason for the instructor to allow students extra time to submit assignments, tests, or discussion postings.*** Computers are available on campus in various areas of the buildings as well as the Academic Success Center. ***\*Your computer being down is not an excuse for missing a deadline!!*** There are many places to access your class! Our online classes can be accessed from any computer in the world which is connected to the internet. Contact your instructor immediately upon having computer trouble. If you have technical difficulties in the course, there is also a student helpdesk available to you. The college cannot work directly on student computers due to both liability and resource limitations however they are able to help you get connected to our online services. For help, log into [D2L](#).

## Instructor class Policies

**Lower Grades:**

The instructor reserves the right to lower any student's final grade by a letter grade (i.e., A to B, D to F) for:

- (A) A negative, rude, unreasonably argumentative attitude in class, or
- (B) Repeatedly disrupting the class for any reason (tardiness), or
- (D) NOT showing respect for fellow classmates' questions or opinions, or
- (E) NOT following exam instructions

**Academic Integrity:**

With regard to academic honesty, students are referred to the "Student Honor Creed" of Midwestern State University Undergraduate Catalog, which may be found using the following MSU link: [Link to Student Honor Creed](#).

**Plagiarism statement:**

By enrolling in this course, the student expressly grants MSU a 'limited right' in all intellectual property created by the student for the purpose of this course. The 'limited right' shall include but shall not be limited to the right to produce the student's work product in order to verify originality and authenticity, and educational purposes.

**Correspondence:**

All correspondence regarding grades or class issues must be conducted through email using MSU email or through D2L. It is recommended that student use and regularly monitor their MSU email and D2L account. In your correspondence with instructor, use the instructor's email account. In your email to instructor, preface your text with 'BUAD 5603 First, Last Name' otherwise your text will be disregarded.

**Nertiquote:**

Students are expected to follow rules of common courtesy in all email messages, class discussions, chats, etc. Inappropriate or offensive messages will be forwarded to the appropriate authorities.

**Change of Schedule**

A student dropping a course (but not withdrawing from the University) within the first 12 class days of a regular semester or the first four class days of a summer semester is eligible for a 100% refund of applicable tuition and fees. Dates are published in the Schedule of Classes each semester.

**Refund and Repayment Policy**

A student who withdraws or is administratively withdrawn from Midwestern State University (MSU) may be eligible to receive a refund for all or a portion of the tuition, fees and room/board charges that were paid to MSU for the semester. HOWEVER, if the student received financial aid (federal/state/institutional grants, loans and/or scholarships), all or a portion of the refund may be returned to the financial aid programs. As described below, two formulas (federal and state) exists in determining the amount of the refund. (Examples of each refund calculation will be made available upon request).



## **Services for Students with Disabilities**

In accordance with Section 504 of the Federal Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990, Midwestern State University endeavors to make reasonable accommodations to ensure equal opportunity for qualified persons with disabilities to participate in all educational, social, and recreational programs and activities. After notification of acceptance, students requiring accommodations should make application for such assistance through Disability Support Services, located in the Student Wellness Center, (940) 397-4140. Current documentation of a disability will be required in order to provide appropriate services, and each request will be individually reviewed. For more details, please go to [Disability Support Services](#).

## **College Policies**

### *Campus Carry Rules/Policies*

Refer to: [Campus Carry Rules and Policies](#)

### *Smoking/Tobacco Policy*

College policy strictly prohibits the use of tobacco products in any building owned or operated by WATC. Adult students may smoke only in the outside designated-smoking areas at each location.

### *Alcohol and Drug Policy*

To comply with the Drug Free Schools and Communities Act of 1989 and subsequent amendments, students and employees of Midwestern State are informed that strictly enforced policies are in place which prohibits the unlawful possession, use or distribution of any illicit drugs, including alcohol, on university property or as part of any university-sponsored activity. Students and employees are also subject to all applicable legal sanctions under local, state and federal law for any offenses involving illicit drugs on University property or at University-sponsored activities.

### *Campus Carry*

Effective August 1, 2016, the Campus Carry law (Senate Bill 11) allows those licensed individuals to carry a concealed handgun in buildings on public university campuses, except in locations the University establishes has prohibited. The new Constitutional Carry law does not change this process. Concealed carry still requires a License to Carry permit, and openly carrying handguns is not allowed on college campuses. For more information, visit [Campus Carry](#).

### *Active Shooter*

The safety and security of our campus is the responsibility of everyone in our community. Each of us has an obligation to be prepared to appropriately respond to threats to our campus, such as an active aggressor. Please review the information provided by MSU Police Department regarding the options and strategies we can all use to stay safe during difficult situations. For more information, visit [MSUReady – Active Shooter](#). Students are encouraged to watch



the video entitled "*Run. Hide. Fight.*" which may be electronically accessed via the University police department's webpage: ["Run. Hide. Fight."](#)

### Grade Appeal Process

Update as needed. Students who wish to appeal a grade should consult the Midwestern State University [MSU Catalog](#)

**\*Notice:** Changes in the course syllabus, procedure, assignments, and schedule may be made at the discretion of the instructor.

### Course Schedule:

| Week or Module      | Activities/Assignments/Exams                    |
|---------------------|---|
| Week 01: 1/18-1/24  | Chapter 1: Data and Data Preparation            |
| Week 01: 1/18-1/24  | Chapter 2: Data Visualization                   |
| Week 02: 1/25-1/31  | Chapter 3: Summary Measures                     |
| Week 03: 2/01-2/07  | Review Textbook cases and Intro to SAS          |
| Week 04: 2/08-2/14  | Chapter 4: Introduction to Probability          |
| Week 04: 2/08-2/14  | Chapter 5: Discrete Probability Distributions   |
| Week 05: 2/15-2/21  | Chapter 6: Continuous Probability Distributions |
| Week 06: 2/22-2/28  | Review Managerial cases                         |
| Week 07: 3/01-3/07  | Exam I Review                                   |
| Fri. 3/06-Sat. 3/07 | <b>Exam I</b>                                   |
| Week 08: 3/08-3/14  | <b>Spring Break</b>                             |
| Week 09: 3/09-3/14  | Chapter 7: Sampling and Sampling Distributions  |
| Week 09: 3/09-3/14  | Chapter 8: Interval Estimation                  |
| Week 10: 3/16-3/21  | Chapter 9: Hypothesis Testing                   |
| Week 11: 3/22-3/28  | Chapter 10: Comparisons Involving Means         |
| Week 12: 3/29-4/01  | Chapter 11: Comparisons Involving Proportions   |
| Week 13: 4/05-4/11  | Review Managerial cases                         |
| Fri. 4/10-Sat. 4/11 | <b>Exam II</b>                                  |
| Week 14: 4/12-4/18  | Chapter 12: Regression Analysis                 |
| Week 15: 4/19-4/25  | Chapter 13: More Topics in Regression Analysis  |
| Week 16: 4/26-5/02  | Chapter 14: Forecasting with Time Series Data   |
| Week 17: 5/03-5/09  | Review Mgr. Cases                               |
| Fri. 5/08-Sat. 5/09 | <b>Exam III</b>                                 |
| Sun. 5/10           | All Business Cases due by midnight.             |
| Final Exam Schedule | <a href="#">Spring 2026 Final Exam Schedule</a> |