



Quantitative Approaches to Business Decisions MGMT 0250

Instructor: Kathie Sullivan, Ph.D

Course Overview:

The broad focus of this course is on the decision making process – how to structure decisions and solve problems. Structuring problems, generating alternatives, and reaching decisions are important functions for all managers. Success in any business operation is directly related to the quality of the organization's decision making. However, our specific objective is to learn how to use various quantitative techniques and models to assist our decision making. In developing our toolbox of approaches, we will cover probability measures and distributions, decision analysis, forecasting and regression techniques, and linear programming.

Prerequisites:

You are expected to have taken Software Applications (MGMT 0107) and Statistics (MATH 0108). If you have any questions about your ability to succeed in this class, please contact me at ksullivan@westfield.ma.edu.

Textbook:

Quantitative Methods for Business, 11th edition. Anderson, Sweeney, Williams, Camm and Martin; Thompson South-Western, 2006. ISBN: 9780324651812

The text is also available from: http://www.coursesmart.com/quantitative-methods-for-business-11th-e/anderson-sweeney-williams-camm-martin/dp/70000LT101393?utm_source=google-merchant&utm_medium=shopping-sites&utm_campaign=product-feed&CAWELAID=919754647

Or for rental or as an e-textbook from the following web site:
<http://www.cengagebrain.com/shop/isbn/9780324651812>.

Course Format:

The content of the course will be presented online in Learning Modules, which correspond to textbook chapters. Each Learning Module will contain a wide variety of materials that will help you master the textbook chapter content.

They include: lecture outlines and notes, power point presentations, additional problems and solutions, homework assignments, relevant and interesting web links, and chapter quizzes. For each Learning Module, you will read assigned materials and complete assignments and assessments by posted due dates.

In order to successfully complete the course, you are expected to login on a regular basis, read all assigned readings, complete the homework assignments, and take the chapter assessments for each Learning Module. The assessments are provided to help you master the material and check your comprehension. They are not timed and you can take them multiple times until you achieve the grade you are satisfied with. The average of all of your assessment grades will be included in your final grade.

Learning Modules will be available approximately every one and a half weeks over the course of the semester. You are expected to check PLATO on a regular basis (every two or three days) for new or changed course readings and assignments.

There will also be three online exams, each of which will cover approximately three Learning Modules. These exams are timed and can only be taken once, but you will have a flexible exam window over which each student can select an exam time that best suits their schedule.

Assigned homework problems and questions will be collected and your total performance on these assignments will also be factored into your final grade.

Final Grade:

Your final grade will be determined by your performance on the three exams, your assessment average, and your homework grade.

Get Up to Speed with PLATO:

Before the semester begins, make sure you are ready for the online experience. Check out the various discussion topics on the following site for help:

<http://screencast.com/t/iawhKezkame>.

Academic Honesty:

Academic integrity is submitting one's own work and properly acknowledging the contributions of others. Any violation of this principle constitutes academic dishonesty and is liable to result in a failing grade and disciplinary action. Forms of academic dishonesty include:

- **Plagiarism** – submitting all or part of another's work as one's own in an academic exercise such as an examination, a computer program, or written assignment.
- **Cheating** – using or attempting to use unauthorized materials on an examination or assignment, such as using unauthorized

texts or notes or improperly obtaining (or attempting to obtain) copies of an examination or answers to an examination.

- **Facilitating Academic Dishonesty** – helping another commit an act of dishonesty, such as substituting for an examination or completing an assignment for someone else.

I fully expect and trust that everyone taking this course will comply with the College's policy on academic honesty. Plagiarism and cheating are serious offenses and may be punished by failure on the exam, quiz, paper, or project; failure in course; and/or expulsion from the College. Students who submit any assignment, assessment, or exam which has been completed by someone else will receive a failing grade for that work. The situation will also be referred to the appropriate dean for further action.

Additional Questions:

Please drop me an email if you have any questions or concerns – ksullivan@westfield.ma.edu.



Looking forward to seeing you next semester!