



UTTyler **SOULES**
COLLEGE OF BUSINESS

GENB 2300 – Business Statistics

Spring 2026 – University of Texas at Tyler

Instructor: Dr. Cecilia Cuellar

Email: ccuellarapia@uttyler.edu

Teaching Assistant: Niko Vasileiou

TA email: nvasileiou@patriots.uttyler.edu

Office Hours: Friday 10 am-1 pm (By appointment)

Class Meetings: Monday | 6:00-8:45 pm

Location: COB 211

Course Description

This course introduces students to the principles and applications of business analytics. Using real-world data and Excel software. Students will learn descriptive, predictive, and prescriptive analytics techniques to support business decision-making. Topics include data visualization, descriptive statistics, probability, data wrangling, statistical inference, and regression analysis. Emphasis will be placed on applying analytical tools in practical business contexts.

Required Materials

Book:

- **Business Analytics**, 5th Edition, by Jeffrey D. Camm, James J. Cochran, Michael J. Fry, Jeffrey W. Ohlmann. Copyright © 2024, Cengage Learning.

Software:

- **Access to Microsoft Excel.** The full Microsoft Office suite, including Excel, is available for you as a student from UT Tyler IT at <https://www.uttyler.edu/it/office365/365-proplus-students.php>. It is suggested that you install Excel on your computer and install the “Data Analysis” module, which is free and required for some assignments.

Course Learning Outcomes

By the end of this course, students will be able to:

1. Describe the random processes underlying statistical studies.
2. Calculate and use probability in solving business problems.
3. Compute and interpret descriptive statistics.
4. Compute and interpret measures of central tendency and dispersion.
5. Calculate expected values to evaluate multiple outcomes of a decision.
6. Describe, interpret, and apply discrete and continuous probability distributions.
7. Construct and interpret confidence intervals for means and proportions.
8. Formulate, perform, and interpret hypothesis tests (one and two population parameters).
9. Calculate, evaluate, and interpret simple linear correlation/regression.
10. Use statistical software to graph, compute, and analyze statistical data.

Grading

Component	Weight
Quizzes	15%
Data Analysis Labs	25%
Midterm Exam	25% (10% theory section 15% applied section)
Final Exam	35% (15% theory section 20% applied section)
Attendance Bonus	+10 pts to final grade if you attend ALL classes.

Quiz (15%): Quizzes are assigned individually. Students' learning will be also assessed by quizzes (**due: 11:59pm, Sunday**). Quizzes will be open book. Two attempts at each weekly quiz, where you receive the highest grade of the attempts made. ***Late submissions will be penalized by 10% for any full or partial day late up to 3 days following the due date.*** Submissions will be disabled after the third day.

Data Analysis Labs (25%):

Data Analysis Labs are designed to help students develop quantitative skills and gain a deeper understanding of business analytics through applied problem-solving. In this course, labs will be completed in pairs with a designated Data Bestie.

Lab assignments focus on the correct application of statistical tools using Excel and are due by 11:59 p.m. on Sundays. ***Late submissions will be penalized by 10% for each full or partial day late, for up to three days after the due date.*** Submissions will be disabled after the third day.

Students are required to submit all assignments as Excel files through Canvas. Assignment guidelines and templates will be provided on Canvas. Please ensure that your uploaded file is in an appropriate format (.xlsx or .xls). Do not upload temporary Excel files (file names beginning with “~\$”), as these cannot be opened by the grading system.

Partial credit may be awarded if the correct process is clearly shown in Excel, even if the final answer is incorrect. Submissions that do not show formulas, calculations, or intermediate steps will not receive full credit, even if the final answer is correct.

Data Besties (Data Analysis Lab Partnership)

To promote collaboration and examine how different partner-matching approaches support learning in quantitative courses, students will be paired with a Data Bestie using one of two methods:

- Approximately half of the class will be randomly assigned a Data Bestie.
- The remaining students will select their own Data Bestie.

All students will complete the same lab assignments, follow the same grading criteria, and have access to the same course resources. The method used to form partnerships will not affect grades. Any evaluation of outcomes related to this structure will be conducted at the aggregate level only, and no individual student will be identified.

Exams (60% of grade): There will be two in-person exams – Midterm (25%) and Final (35%). The exams will include multiple choice, true/false formats, problems and applied section using Excel. The applied section will NOT be open book, so it is important to prepare for them properly and in a timely manner. Late submissions will not be accepted.

Course Policies

- **Attendance:** Strongly encouraged; mandatory for bonus points. Please look at the **Attendance Policy**.
- **Late Work:** Assignments submitted late will incur a penalty unless prior arrangements are made. Please look at the **Late Submissions**.
- **Academic Integrity:** All work must comply with university standards on academic honesty.
- **Technology:** I encourage you to use your **OneDrive cloud storage** to work on and save your lab assignments. Please use the **classroom computers** for completing your labs to ensure you have access to all required software and resources.
- **Artificial Intelligence:** For GENB 2300, Business Statistics, AI is permitted only for specific assignments or situations, and appropriate acknowledgment is required. Learning how to use AI is an emerging skill, and we will work through the limitations of

these evolving systems together. AI is NOT to be used to solve homework assignments, or the Mid-Term or Final Exams.

Grading Scale: Students will be evaluated based on the grading scale below.

A: 90% - 100%

B: 80% - 89.9%

C: 70% - 79.9%

D: 60% - 69.9%

F: ≤ 59.9%

Note: Final grades **will NOT be rounded or adjusted based on proximity to these cut-points.**

Lab Sessions

- Labs take place during the Monday class meeting.
 - Sessions are facilitated by the Professor or Teaching Assistant (TA).
 - Students will use Excel to perform data analysis, applying concepts from the current chapter.
 - Each lab will include a homework assignment due by the end of the week.
 - Attendance is required to receive full credit for lab activities.
-

Tentative Schedule – Spring 2026

Week	Dates	Topics / Chapters	Data Analysis Labs (DAL) / Assignments
1	Jan 12	Introduction to Business Analytics & Excel Basic	No Lab / Quiz 1
2	Jan 19	Descriptive Statistics	DAL - HW1 (Excel Basic)
3	Jan 26		
4	Feb 2	Visualization	DAL - HW 2 (Descriptive Statistics) / Quiz 2
5	Feb 9	Probability	
6	Feb 16		DAL - HW 3 (Data Visualization) / Quiz 3
7	Feb 23	Midterm Exam	DAL - HW 4 (Probability) / Midterm Exam
8	Mar 2	Statistical Inference I	
9	Mar 9	Spring Break Week – No Class	
10	Mar 16	Statistical Inference I	
11	Mar 23	Statistical Inference II	DAL - HW 5 (Statistical Inference I) / Quiz 4
12	Mar 30		
13	Apr 6	Linear Regression	DAL - HW 6 (Statistical Inference II) / Quiz 5
14	Apr 13		
15	Apr 20		DAL - HW 7 (Linear Regression) / Quiz 6
16	Apr 27-May 1	Final Exam	TBD

The professor reserves the right to change the outline and any other aspect of this syllabus throughout the semester.

Exams

- **Midterm Exam:** Covers Chapters 1–5; scheduled Week 7.
- **Final Exam:** Covers Chapters 6–8; scheduled during finals week (exact date TBD).

Late Submission Policy

1. Assignments & Labs:

Late submissions will be penalized by 10% for any full or partial day late up to 3 days following the due date. Submissions will be disabled after the third day.

2. Quizzes:

Late submissions will be penalized by 10% for any full or partial day late up to 3 days following the due date. Submissions will be disabled after the third day.

3. Exams:

Make-up exams granted only for documented emergencies and must be taken within one week of the original date.

Attendance Policy

- Attendance is recorded each class or lab and tied to the **+10 point bonus for perfect attendance.**
- Arriving more than 15 minutes late counts as an absence.
- More than 2 unexcused absences mean you are no longer eligible for the attendance bonus.
- Excused absences require written proof (e.g., medical, university activity, family emergency).

University Policies and Information

Withdrawing from Class

Students may [withdraw](#) (drop) from this course using the [Withdrawal Portal](#). Withdrawing (dropping) this course can impact your Financial Aid, Scholarships, Veteran Benefits, Exemptions, Waivers, International Student Status, housing, and degree progress. Please speak with your instructors, consider your options, speak with your advisor, and visit the One-Stop Service Center (STE 230) or email enroll@uttyler.edu to get a complete review of your student account and the possible impacts to withdrawing. We want you to make an informed decision. UT Tyler faculty and staff are here for you and often can provide additional support options or assistance. Make sure to carefully [read the implications for withdrawing from a course and the instructions](#) on using the [Withdrawal portal](#).

Texas law prohibits students from dropping more than six courses during their entire undergraduate career*. The six courses dropped includes those from other 2-year or 4-year Texas public colleges and universities. Consider the impact withdrawing from this class has on your academic progress and other areas, such as financial implications. We encourage you to consult your advisor(s) and Enrollment Services for additional guidance. **CAUTION #1:** Withdrawing before census day does not mean you get a full refund. Please see the [Tuition and Fee Refund Schedule](#). **CAUTION #2:** All international students must check with the [Office of International Programs](#) before withdrawing. All international students are required to enroll full-time for fall and spring terms. **CAUTION #3:** All UT Tyler Athletes must check with the Athletic Academic Coordinator before withdrawing from a course. **CAUTION #4:** All veterans or military-affiliated students should consult with [Military and Veterans Affairs](#).

* Students who began college for the first time before 2007 are exempt from this law.

Artificial Intelligence Statement

UT Tyler is committed to exploring and using artificial intelligence (AI) tools as appropriate for the discipline and task undertaken. We encourage discussing AI tools' ethical, societal, philosophical, and disciplinary implications. All uses of AI should be acknowledged as this aligns with our commitment to honor and integrity, as noted in UT Tyler's Honor Code. Faculty and students must not use protected information, data, or copyrighted materials when using any AI tool. Additionally, users should be aware that AI tools rely on predictive models to generate content that may appear correct but is sometimes shown to be incomplete, inaccurate, taken without attribution from other sources, and/or biased. Consequently, an AI tool should not be considered a substitute for traditional approaches to research. You are ultimately responsible for the quality and content of the information you submit. Misusing AI tools that violate the guidelines specified for this course is considered a breach of academic integrity. The student will be subject to disciplinary actions as outlined in UT Tyler's Academic Integrity Policy. *Refer to the About This Course section of the UT Tyler Syllabus Module for specific information on appropriate use of AI in your course(s).*

Final Exam Policy

Final examinations are administered as scheduled. If unusual circumstances require that special arrangements be made for an individual student or class, the Dean of the appropriate college, after consultation with the faculty member involved, may authorize an exception to the schedule. Faculty members must maintain student final examination papers for a minimum of three months following the examination date.

Incomplete Grade Policy

If a student, because of extenuating circumstances, is unable to complete all of the requirements for a course by the end of the semester, then the instructor may recommend an Incomplete (I) for the course. The "I" may be assigned in place of a grade *only when **all** of the following conditions are met:* (a) the student has been making satisfactory progress in the course; (b) the student is unable to complete all coursework or final exam due to unusual circumstances that are beyond personal control and are acceptable to the instructor; and (c) the student presents these reasons before the time that the final grade roster is due. The semester credit hours for an Incomplete will not be used to calculate the grade point average.

The student and the instructor must submit an Incomplete Form detailing the work required and the time by which the work must be completed to their respective department chair or college dean for approval. The time limit established must not exceed one year. Should the student fail to meet all of the work for the course within the time limit, then the instructor may assign zeros to the unfinished work, compute the course average for the student, and assign the appropriate grade. If a grade has yet to be assigned within one year, then the Incomplete will be changed to an F, or NC. If the course was initially taken under the CR/NC grading basis, this may adversely affect the student's academic standing.

Grade Appeal Policy

Disputes regarding grades must be initiated within sixty (60) days from the date of receiving the final course grade by filing a Grade Appeal Form with the instructor who assigned the grade. A grade appeal should be used when the student thinks the final course grade awarded does not reflect the grades earned on assessments or follow the grading scale as documented in the syllabus. The student should provide the rationale for the grade appeal and attach supporting document about the grades earned. The form should be sent via email to the faculty member who assigned the grade. The faculty member reviews the rationale and supporting documentation and completes the instruction section of the form. The instructor should return the form to the student, even if a grade change is made at this level. If the student is not satisfied with the decision, the student may appeal in writing to the Chairperson of the department from which the grade was issued. In situations where there is an allegation of capricious grading, discrimination, or unlawful actions, appeals may go beyond the Chairperson to the Dean or the Dean's designee of the college from which the grade

was issued, with that decision being final. The Grade Appeal form is found in the [Registrar's Form Library](#).

NOTE: The Grade Appeal Form is different from the Application for Appeal form submitted to the Student Appeals Committee, which does not rule on grade disputes as described in this policy.

Disability/Accessibility Services

In accordance with Section 504 of the Rehabilitation Act, Americans with Disabilities Act (ADA) and the ADA Amendments Act (ADAAA), the University of Texas at Tyler offers accommodations to students with learning, physical, and/or psychological disabilities. If you have a disability, including a non-visible diagnosis such as a learning disorder, chronic illness, TBI, PTSD, ADHD, or a history of modifications or accommodations in a previous educational environment, you are encouraged to visit <https://hood.accessiblelearning.com/UTTyler/> and fill out the New Student application. The Student Accessibility and Resources (SAR) office will contact you when your application has been submitted and an appointment with the Assistant Director Student Accessibility and Resources/ADA Coordinator. For more information, including filling out an application for services, please visit the SAR webpage at <https://www.uttyler.edu/disability-services>, the SAR office located in the Robert Muntz Library, LIB 460, email saroffice@uttyler.edu, or call 903.566.7079."

Military and Veterans

UT Tyler honors the service and sacrifices of our military-affiliated and veterans students. If you are a student who is a veteran, on active duty, in the reserves or National Guard, or a military spouse or dependent, please stay in contact with your faculty member if any aspect of your present or prior service or family situation makes it difficult for you to fulfill the requirements of a course or creates disruption in your academic progress. It is important to make your faculty member aware of any complications as far in advance as possible. Your faculty member is willing to work with you and, if needed, put you in contact with university staff who are trained to assist you. The [Military and Veterans Affairs](#) has campus resources for military-affiliated students. The MVSC can be reached at MVSC@uttyler.edu or via phone at 903.565.5972.

Students on an F-1 Visa

To remain in compliance with Federal Regulations requirements you must do the following:

- Traditional face-to-face classes: Attend classes on the regular meeting days/times.
- Hybrid Classes: Attend all face-to-face classes convened by the instructor according to the schedule set for your specific course.
- Online course: Only one online course can count toward your full-time enrollment. Students are expected to be fully engaged and meet all requirements for the online course.

Academic Honesty and Academic Misconduct

The UT Tyler community comes together to pledge that "Honor and integrity will not allow me to lie, cheat, or steal, nor to accept the actions of those who do." Therefore, we enforce the [Student Conduct and Discipline policy](#) in the Student Manual Of Operating Procedures (Section 8).

FERPA

UT Tyler follows the Family Educational Rights and Privacy Act (FERPA) as noted in [UT Tyler's Policy 7.01: Family Educational Rights and Privacy Act](#). The course instructor will follow all requirements to protect your confidential information.

Absence for Official University Events or Activities

This course follows the practices related to [Excused Absences for University Events or Activities](#) as noted in the Catalog.

Absence for Religious Holidays

This course follows the practices related to UT Tyler's [Excused Absence for Religious Holy Days](#) as noted in the Catalog.

Absence for Pregnant Students

This course follows the requirements of Texas Laws SB 412, SB 459, SB 597/HB 1361 to meet the needs of pregnant and parenting students. Part of the supports afforded pregnant students includes excused absences. Faculty who are informed by a student of needing this support should make a referral to the Parenting Student Liaison. NOTE: Students must work with the Parenting Student Liaison in order to receive these supports. Students should reach out to the Parenting Student Liaison at parents@uttyler.edu and also complete the [Pregnant and Parenting Self-Reporting Form](#).

Campus Carry

We respect the right and privacy of students who are duly licensed to carry concealed weapons in this class. License holders are expected to behave responsibly and keep a handgun secure and concealed. More information is available at <http://www.uttyler.edu/about/campus-carry/index.php>.

