

GENB 2300 – Business Statistics

Tuesday and Thursday 9:30 am – 10:50 pm, Fall 2026

COB 251

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Mobile Phone:	940.453.9020 (text first)
Appointments	https://tinyurl.com/DrAllenBooking
Textbook	Camm, J. D., Cochran, J. J., Fry, M. J., & Ohlmann, J. W. (2020). Business analytics (4 th edition). Cengage Learning
Required 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.
Webcam and & camera	Webcam and microphone access for utilizing Respondus Lockdown Browser during exams. For additional information, please visit https://www.uttyler.edu/offices/digital-learning/proctoring/ .

Course Description: Descriptive and inferential statistical techniques for business and economic decision making. Topics include the collection, description, analysis, and summarization of data; probability; discrete and continuous random variables; the binomial and normal distributions; sampling distributions; tests of hypotheses; estimation and confidence intervals; linear regression; and correlation analysis. Statistical software is used to analyze data throughout the course.

Course Objectives:

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.

Graded Course Requirements: Letter grades will be assigned according to the provided scale. Grades will not be rounded beyond that stated below. *Students are responsible for verifying that all electronic submissions are correctly uploaded. All scores will be based on submissions made by the deadline.* The possible points for each assignment are as follows:

In Class Participation (5%)		5%
Chapter Assignment (45%)		45%
Excel Homework	25%	
Quiz	20%	
Exams (50%)		50%
Midterm	20%	
Final	30%	
Course Total		100%

Participation (5% of grade): Participation is critical to the class. Your participation grade will be graded based on your attendance *and* in-class participation. Students will be responsible for reporting an absence in advance to avoid a penalty. ***Your active participation*** may increase your chances of receiving bonus points throughout this course.

Chapter Assignments (45% of grade): “Chapter Assignments” is a critical part of the class, consisting of homework and quizzes for each chapter. ***Late submissions will incur a 20% penalty for each full or partial day, up to 3 days following the due date.*** Submissions will be disabled after the third day.

1. **Excel Homework (25%):** Homework problems will be assigned to help students primarily learn quantitative tools and deepen their understanding of business analytics (due: **11:59pm, Sunday**).
 - a. You are required to turn in all assignments (**Excel files**) on Canvas. The assignment guidelines/templates will be provided on Canvas. Please make sure to upload an appropriate Excel file (.xlsx or .xls). Note that an Excel file whose name starts with “~\$” is a temporary file created by Excel when you open a workbook. Don’t upload a temporary file that the grading system can’t read.
 - b. If you **show the right process** to solve each question, you can expect to have partial points, even if you provide wrong answers. Without showing your process in Excel, you will not receive full credit, even if you provide a correct answer.
 - c. **Ungraded practice problems/solutions** will be provided to help students understand homework problems.
 - d. **HW resubmission:** Students who submit an HW solution “on time” can resubmit to enhance their understanding of Excel practices. To receive potential bonus points properly, students should follow **the resubmission policy** on the Canvas page.
2. **Quiz (20%):** Students’ learning will also be assessed by quizzes (due: **11:59 pm, 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 incur a 20% penalty for each full or partial day late, up to 3 days after the due date.*** Submissions will be disabled after the third day.

Exams (50% of grade): There will be two exams – Midterm (20%) and Final (30%). The exams will be in multiple-choice and true/false formats. Your exams will be open book, including e-books and Excel sheets. However, they will be timed, so it is important to prepare properly and promptly. ***Late submissions will not be accepted.***

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.

Course Outline/Major Topics

Week	Beginning Date	Readings	Key Topics <i>*Bonus Point Opportunity</i>	Note
1	24 Aug	Chapter 1	Getting Started/ Introduction	Quiz: Introduction Due 30 Aug
2	31 Aug	Excel Basic I	Excel 101 / Labor Day	HW: Excel Basic (1) 03 Sept - No Class
3	07 Sep	Excel Basic II	Visualizations (Ch3 Pivot Table, Charts)	HW: Excel Basic (2) Due 13 Sep
4	14 Sep	Chapter 2	Descriptive Statistics	Quiz: Descriptive Statistics
5	21 Sep			HW: Descriptive Statistics Due 27 Sept
6	28 Sep	Chapter 4	Basic Probability	HW: Probability Quiz: Probability Due 04 Oct
7	05 Oct	Midterm Exam		Midterm Due 18 Oct
8	12 Oct	Chapter 6	Statistical Inference	HW: Statistical Inference 1
9	19 Oct			Quiz: Statistical Inference 1 Due 25 Oct
10	26 Oct			Quiz: Statistical Inference 2 HW: Statistical Inference 2 Due 1 Nov
11	02 Nov	Chapter 7	Linear Regression	HW: Linear Regression
12	09 Nov`			Quiz: Linear Regression Due 15 Nov
13	16 Nov	Chapter 8	Bonus Chapter – Time Series	Bonus TBA
TG	23 Nov	Thanksgiving		
14	30 Nov	STUDY WEEK		
15	07 Dec	Final Exam		Final Due 10 Dec

Disclaimer: Course schedule is subject to change, and you will be responsible for abiding by any such changes. Your instructor will notify you of any changes. Due dates are until 11:59p

Grading Philosophy:

We endeavor to create a safe learning environment. As part of that environment, you will have several opportunities to maintain a high grade in the course, including:

- Two attempts at each chapter quiz, where you receive the highest grade of the attempts made.
- All quizzes and exams are open book. However, it will be timed, so it is important to prepare properly and promptly.
- Bonus opportunities throughout the semester.
- Timely feedback on assignments.
- Course schedule in the syllabus may be altered during the semester due to unforeseen circumstances.

Course Policies:

Artificial Intelligence

Dr. Allen's Rules for AI Use

"Collaborative intelligence is defined as the integration of people, teams, and technology to bring together their knowledge, skills, and resources, enabling innovative problem-solving, effective decision-making, and enhanced creativity by harnessing their complementary strengths." Allen, 2024

**Your purpose in school is to be a learner.
AI can help you with tasks.
Don't let AI take your purpose.**

You are not here just to complete assignments or check boxes. You are here to develop your ability to think critically, communicate clearly, and solve problems independently. That kind of intellectual growth only happens when you engage the material yourself, when you wrestle with ideas, draft and revise your own words, and work through confusion instead of outsourcing it. AI is a great tool. It can help you brainstorm, organize your thoughts, or polish your writing. *But it cannot do the learning for you.* If you allow it to think, analyze, or create in your place, you may gain efficiency, but you lose development.

I don't expect perfection from you. I expect effort, honesty, and growth. I want to see your thinking. I want to hear your voice. Use AI as support, like a tutor or a copyeditor, not as a replacement for your own mind. Stay in the driver's seat. Your education is forming you, not just your grades. Don't trade that formation for convenience.

The content below is similar to advice I would have given students over the past decades, but it has been updated to cover the latest artificial intelligence (AI) technologies.

All submitted work (including process work, drafts, brainstorming materials, and final submissions) must be created by the students themselves. Whether working individually or collaboratively, as outlined in the assignment instructions, all contributions must reflect the genuine effort of the student(s) involved.

1. **Prioritize Learning Over Convenience:** Use AI systems to deepen understanding and support your learning rather than as a shortcut to completing assignments. Engage the instructor, students, and course material to develop critical thinking and expertise. You are here to learn.
2. **Develop Critical Skills:** Use tools to enhance skills, not as a crutch. Focus on building critical academic competencies such as analysis, writing, and methodologies. AI systems should not replace fundamental aspects of your education.
3. **You are Responsible for the Accuracy:** Verify all information generated or suggested against credible academic sources. You are accountable for ensuring the accuracy and validity of the content included in your final work.
4. **Rely on Trusted and Peer-Reviewed Sources:** Use tools to aid in locating and synthesizing information, but ensure the primary sources for your research come from reputable, peer-reviewed, and academically accepted publications.
5. **Avoid Plagiarism:** Don't present others' content (from any other source) as your own. You can modify, critique, and integrate such content to align with your academic objectives and intellectual voice.

AI Policy for this course

For GENB 2300, Business Statistics, AI is permitted only for specific assignments or situations, and appropriate acknowledgment is required.

For Class Discussion Posts, you/we may leverage AI tools to support your learning, explore how they can be used, and better understand their benefits and limitations. Learning how to use AI is an emerging skill, and we will work through the limitations of these evolving systems together. However, AI will be limited to assignments where AI is a critical component of the learning activity, in this case Warm-Up Discussions (with acknowledgment). I *must* always indicate when and where the use of AI tools for this course is appropriate or allowed. AI is not to be used to solve homework assignments or the Mid-Term or Final Exams.

Class Meeting Attendance

Attendance at all class sessions is expected to accomplish the course objectives. The instructor recognizes that learners may have special issues or responsibilities that could affect attendance; however, regular attendance is expected. If absences occur, the learner is responsible for contacting the facilitator in advance so that adjustments can be made to the instructional activities planned for a specific session. The learner is also responsible for all work missed due to an absence from any class meeting, or any portion thereof.

Late Work

Late submissions will incur a 20% penalty for each full or partial day, up to 3 days following the due date for Homework and Quizzes

Late submissions will not be accepted for Exams. fNo credit will be given for late exam submissions unless the learner's provider and/or UT Tyler's system prevents the student from submitting a discussion post, assignment, quiz, or exam. The student is responsible for contacting the instructor, providing written evidence of the outage, and submitting any missed work within 24 hours of the system outage's resolution.

University Policies and Information Highlights*:

Final Exam Policy

Final examinations are administered as scheduled. If unusual circumstances require special arrangements 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 are required to retain student final examination papers for at least 3 months after the examination date.

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](#) (Links to an external site.) in the Student Manual Of Operating Procedures (Section 8).

***You can find the details of university policies about the following areas in the “University Policies and Information” page on the class Canvas site. The following go to appropriate UT Tyler webpages:**

[Withdrawing from Class](#)

[Incomplete Grade Policy](#)

[Grade Appeal Policy](#)

[Disability and Accessibility Services](#)

[Military-Affiliated Students](#)

[FERPA and Student Privacy Rights](#)

[Absence for Official University Events or Activities](#)

[Absence for Religious Holidays](#)

[Campus Carry](#)