

QMB 3301: Quantitative Methods in Business

Section 005, CRN 25601, Spring 2025

University of Texas at El Paso

Time and Location:	TR 12:00 am –1:20 am, BUSN 318
Instructor:	Feng Liu, Ph.D.
Email:	fliu@utep.edu - Please email me using your UTEP account with “ QMB 3301 + full name ” in the subject line.
Office and Office Hours:	TR 10:30 – 11:30 pm, 1:30 pm – 2:30 pm, BSUN 212
Required Access:	Connect (McGraw Hill learning platform), Excel , iClicker, and stable internet connection. - All assignments, exams, and other materials are delivered through Blackboard and Connect. Students can launch Connect assignments from Blackboard.

Course Description

This course provides a hands-on introduction to regression and forecasting techniques, emphasizing practical application over mathematical theory. Students will revisit key concepts in statistical inference and explore topics such as regression analysis, model selection, and forecasting methods. Using Excel as the primary analytical tool, they will work with data sets to identify patterns, test relationships, and make informed predictions. Successful students will be able to pose insightful questions, choose suitable models, interpret results effectively, and draw meaningful conclusions from their analysis.

Course Goals

The main objective of this course is to equip students with practical business analytics skills. By the end of the course, students will be able to extract meaningful information from data. Specifically, students are expected to:

- Develop estimates and perform hypothesis testing for population parameters,
- Build statistical models tailored to various business contexts,
- Use regression analysis to quantify relationships and apply forecasting techniques to predict future outcomes,
- Interpret statistical results effectively using Excel output,
- Strengthen their problem-solving, presentation, and writing communication skills.

Course Assignments and Grades

1. Course work

<i>Assignment</i>	<i>Points</i>	<i>Material</i>	<i>Date</i>
Exam 1	100	Chapters 5, 6	Week 4 or 5
Exam 2	100	Chapters 7, 8	Week 9 or 10 (Withdrawal 10/31)
Exam 3	100	Chapters 9, 10	Dec 4 th (12:00 – 1:30 pm)
Homework	300	—	Scheduled
Attendance	100	—	In class
Total	700		

Homework:

- Homework will be assigned, completed, and graded through McGraw Hill’s Connect platform.
- Assignments will match the chapters or lessons covered in class and will vary in length and difficulty.
- In the first week, for example, you will complete orientation tasks based on the *Connect Orientation* and *SmartBook 2.0 Orientation* videos.
- Homework is usually due by 11:59 PM (MT) on the Sunday after we finish the chapter, but deadlines may vary — always check the schedule.
- Deadlines are firm. Assignments will auto-submit at the deadline, even if not finished. Don’t wait until the last minute.

Exams:

- There will be three exams during the course. The first two are before the withdrawal deadline.
- Each exam is worth 100 points, and exam dates are non-negotiable.
- If you retake an exam, the highest possible score is 70%, but retakes won’t lower your grade.
- Homework is a great way to study for exams.

Attendance and Participation:

- Being in class and participating are parts of your final grade and key to your success.
- If you miss class, you are responsible for the material. Absences for university-sponsored events, illness, or family emergencies will be excused with proper documentation.
- We will mainly use iClicker for in-class attendance, answering questions, and participation. Make sure you have the required technology.

2. Grading Scale

<i>Letter Grade</i>	<i>Percentages</i>
A	[90, 100]
B	[80, 90)
C	[70, 80)
D	[60, 70)
F	below 60

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- **There will be no exceptions to the grading policy.** While I understand it can be disappointing to be close to the cutoff for a higher grade, making individual exceptions would be unfair to other students. Grades will be applied consistently and equitably for everyone.
 - Any final grade adjustments at the end of the semester will be made only at the instructor's discretion and will be extremely unlikely.

Textbook and Software (Required)

1. Textbook (Optional): Business Analytics: Communicating with Numbers, by Sanjiv Jaggia, Alison Kelly, Kevin Lertwachara, Leida Chen, ISBN: 1265909296
2. Online Homework (Required): McGraw Hill Connect
3. iClicker use in class: We will use iClicker in class this semester to take attendance, check understanding and encourage participation. iClicker use will count for 100 points in the course. You must bring a device to participate in iClicker sessions. You can use a smartphone, tablet, or laptop. To join:
 - Download the iClicker Student app via the App Store or Google Play, or
 - Use the web version at iclicker.com and sign in with your **UTEP email**.You are responsible for setting up your iClicker account on time and making sure your device works. I will go over how to sign up on the first day of class.
4. Students must have a computer device, Excel, and a reliable internet connection throughout the semester.

Classroom Expectations

A positive classroom environment leads to a more productive and rewarding learning experience for everyone. While instructors help set the tone, students also share responsibility for maintaining that environment. The following guidelines are designed not just for my benefit, but to ensure a respectful and engaging learning experience for all:

1. Treat class time as a professional setting. Disruptive behaviors, such as side conversations during lectures, are not acceptable and interfere with the learning of others.
2. Use of electronic devices is limited to class-related activities. Devices may be used for taking notes or accessing the textbook. Please silence all phones and electronics before class begins.
3. Academic integrity is essential. Cheating, plagiarism, collusion, or falsification are serious offenses and will result in a zero for the assignment or exam. The University's definition of academic dishonesty can be found at <https://www.utep.edu/student-affairs/osccr/student-conduct/academic-integrity.html>.

Note: Failure to follow these course expectations may result in administrative withdrawal from the class or a reduction in your final grade (e.g., from a B to a C).

Communication

The best way to reach me is via email. I strongly **prefer emails over Blackboard course messages**. Please direct all course-related inquiries to fliu@utep.edu and include “QMB 3301 + Your Full Name” in the subject line to ensure your message is properly identified and receives a timely response. I will make every effort to reply within 24 to 48 hours of receiving your message. For guidance on professional email communication, please review this resource <https://www.unr.edu/writing-speaking-center/student-resources/writing-speaking-resources/email-etiquette-for-students>.

Academic Integrity and Scholastic Dishonesty

Academic dishonesty is prohibited and is considered a violation of the UTEP Handbook of Operating Procedures (HOOP). It includes, but is not limited to, cheating, plagiarism, and collusion. Cheating may involve copying from or providing information to another student, processing unauthorized materials during a test, or falsifying research data on laboratory reports. Plagiarism occurs when someone intentionally or knowingly represents the words or ideas of another as one’s own. Collusion involves collaborating with another person to commit any academically dishonest act. Any act of academic dishonesty attempted by a UTEP student is unacceptable and will not be tolerated. All suspected violations of academic integrity at The University of Texas at El Paso will be reported to the [Office of Student Conduct and Conflict Resolution](#) (OSCCR) for possible disciplinary action. To learn more, please visit [HOOP: Student Conduct and Discipline](#). All students are responsible for knowing and adhering to UTEP’s policy on academic honesty.

Accommodations Policy

The University is committed to providing reasonable accommodations and auxiliary services to students, staff, faculty, job applicants, applicants for admissions, and other beneficiaries of University programs, services and activities with documented disabilities in order to provide them with equal opportunities to participate in programs, services, and activities in compliance with sections 503 and 504 of the Rehabilitation Act of 1973, as amended, and the Americans with Disabilities Act (ADA) of 1990 and the Americans with Disabilities Act Amendments Act (ADAAA) of 2008. Reasonable accommodations will be made unless it is determined that doing so would cause undue hardship on the University. Students requesting an accommodation based on a disability must register with the [UTEP Center for Accommodations and Support Services](#) (CASS). Contact CASS at 915-747-5148 or email them at cass@utep.edu, or apply for accommodation online via the [CASS portal](#).

Withdrawal and Incomplete Grade Policy

A student may officially withdraw from this class in accordance with UTEP policy and within the UTEP academic calendar dates (The course drop deadline is **Oct 31st, 2025**). Automatic withdrawals will NOT be made by the instructor. To be withdrawn from the class, students must take the appropriate actions on or before the university deadlines.

The policy of the College of Business Administration is that incomplete grades are to be given only to students who need additional time to complete the specified assignments and are typically only assigned in extreme circumstances with documentation. Incompletes will NOT be given to those students who are not passing the course and wish to retake the course at a later date. It is your responsibility to know what the effect of a withdrawal will have on your academic standing, financial aid, scholarships, etc. International students are encouraged to go to the Office of International Program to discuss any schedule changes.

There are exceptions to the drop deadline. “Exceptions to this deadline will be considered if the student has a medical condition that would justify a request after the Automatic W Deadline. In order to petition for an exception, the student must submit a request with supporting documentation to the University Student Withdrawal Committee. Supporting documentation may include a letter from the attending physician, clinical psychologist, or licensed clinical practitioner on official letterhead with an original signature, stating the date(s) within the semester that the student was under medical care and that the student must withdraw because of the medical condition. Supporting documentation must be submitted within the semester or no later than 90 days after the end of the term for which the withdrawal is being requested. After 90 days, a full refund of tuition and fees will not be approved. If the student is unable to act on his or her own behalf, a representative can do this for the student.”

Course Evaluation

Your constructive assessment of this course plays an indispensable role in shaping education at UTEP. Upon completing the course, please take the time to fill out the online course evaluation.

Copyright Statement

All materials used in this course are protected by copyright law. The course materials are only for the use of students currently enrolled in this course and only for the purpose of this course. They may not be further disseminated.

Final Note

The contents of the syllabus are tentative and subject to change. Any changes will be made known to the students beforehand and posted to Blackboard course site.

Tentative Course Content

The outline below provides a general plan for this course. Deviations may be necessary.

Week 1 (August 25 – 31): Chapter 5 Normal Distribution

Week 2 (September 1 – 7): Chapter 6 Statistical Inference

Week 3 (September 8 – 14): Chapter 6 Statistical Inference

Week 4 (September 15 – 21): Exam 1

Week 5 (September 22 – 28): Chapter 7 Regression Analysis
Week 6 (September 29 – October 5): Chapter 7 Regression Analysis
Week 7 (October 6 – October 12): Chapter 8 Regression Analysis (cont)
Week 8 (October 13 – October 19): Chapter 8 Regression Analysis (cont)
Week 9 (October 20 – October 26): Exam 2
Week 10 (October 27 – November 2): Chapter 9 Logistic Regression
Week 11 (November 3 – November 9): Chapter 9 Logistic Regression
Week 12 (November 10 – November 16): Chapter 9 Logistic Regression
Week 13 (November 17 – November 23): Chapter 10 Forecasting
Week 14 (November 24 – November 30): Chapter 10 Forecasting
Week 15 (December 1 – December 7): Exam 3