SYLLABUS
Introduction
The significant advances in computing and communication technologies over the past two decades have resulted in a business environment today that increasingly requires managers who can use the principles of quantitative analysis to make effective decisions. The purpose of this course is to introduce you to a variety of techniques from the field of management science that can be applied in spreadsheet models to assist in decision analysis and problem solving.

Course Description
This course covers techniques of quantitative analysis as applied to business decisions. Students are introduced to the theory and practice of modern management decision systems and provided with a balanced examination of both quantitative and creative decision-making models. Quantitative techniques include linear programming and decision theory. Simulation is also introduced. Spreadsheets, operations models, and computer-based models are used throughout to illustrate decision-making principles. The main objective of this course is to learn the fundamentals of quantitative business analysis, and to understand the important role that it plays in any business.

Course Textbook (e-chapter options, see below)

<table>
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<tr>
<th>Spreadsheet Modeling and Decision Analysis, 7th edition</th>
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<tr>
<td>• AUTHOR: Ragsdale</td>
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Not all of this text will be used for DESC603. Students may rent e-chapters for the material needed. Chapters will be discussed in class, so do not purchase the entire text.
Online Instruction & Video Instruction
The link within our Sakai course will direct you to an Adobe Connect virtual classroom. Log in as “Guest” and enter your first name. Headphones are helpful to hear me. A microphone will allow you speak in the room. Most students who attend will use the chat app to type questions. If you can’t attend the online session, meetings will be recorded and links to the recordings will be made available to all students. Additional videos that provide demonstrations of problems will be shared for each topic covered in class.

Course Computing
Students may use either a Mac or PC laptop computer in class. A full version of Microsoft Excel is required. The version of Excel should be 2011 Mac or 2010 PC, or later. All of our Excel tools use native Excel functions and do not require any add-ins. However, the Solver macro will be used and students should make sure that they have Solver added in. Solver is a standard part of both PC and Mac versions of Excel, provided the version meets the minimum standards listed above.

Grading

10% Class Participation

- **Attendance:** Much of our learning occurs in class. Attendance is expected at all class meetings.

- **Practice Quizzes:** Practice quizzes are taken using Sakai. Quiz completion is graded credit/no credit (see below). Quizzes may be submitted unlimited times, all session long.
  
    - 100 points- full completion all quizzes
    - 80 points- one missing quiz
    - 50 points- two missing quizzes
    - 0 points- more than two missing quizzes

- **Team homework:** Homework problems will be listed on Sakai. Students may work in teams or alone. The team homework will be submitted twice, once at the midterm (Week 4) and once at the course conclusion (Week 7). Many of the homework problems will be discussed in class, but teams should provide a homework report that summarizes all answers. Screenshots may be used to capture spreadsheet solutions. Be sure to include all team member names in your report. Only one report per team needs to be submitted. (100 points each)

30% Midterm Exam

- The midterm exam will be in two parts: 1. Using personal laptops, students will conduct analysis. Solutions will be recorded on a hard copy exam. 2. Multiple-choice and short answer items will examine key terms, concepts, and theory. The midterm is week 4. (% Score)
30% Team Assignments: Cases
- There are 2 team case assignments, one due at the midterm and one due at the course conclusion. Assignment details are accessible via the assignments link in our Sakai Course. (100 points each)

30% Final Exam
- The final exam will be in two parts: 1. Using personal laptops, students will conduct analysis. Solutions will be recorded on a hard copy exam. 2. Multiple-choice and short answer items will examine key terms, concepts, and theory. (% Score)

Grading Scale
94-100=A; 90-93 = A-
80-82=B-; 83-86=B; 87-89=B+
70-72=C-; 73-76=C; 77-79=C+
60-62=D-; 63-66=D; 67-69=D+

Class Meeting Schedule
Meeting 1: Overview of Business Analytics; Forecasting
Meeting 2: Forecasting; Optimization: Linear Programming
Meetings 3: Optimization: Linear Programming
Meeting 4: Midterm Exam; Case 1 Workshop
Meeting 5: Decision Analysis; (Simulation Team Homework assigned)
Meetings 6: Decision Analysis
Meeting 7: Final Exam

Policies

Student Channels of Communication

a. Questions about the center (room, copying facilities, etc.) should be directed to the front desk at your center, and if still a problem, to the Center Director.
b. Questions about your program, future offerings, and so forth should be directed to your Program Director at your center.
c. Concerns about the class and feedback should first be directed to the professor. Students have a right to request of a professor clarification of grading. If classroom or grading concerns are still not resolved, please contact the Academic Chair of Decision Sciences with your concerns in writing. The process
then moves up to the Associate Dean of Academic Affairs and finally the Dean of
GSBM. Any attempt to bypass this chain of command will result in delays, as the
message will be sent back down to the appropriate level.

Conduct

The University expects from all of its students and employees the highest standard of
moral and ethical behavior in harmony with its Christian philosophy and purposes. Engaging in or promoting conduct or lifestyles inconsistent with traditional Christian values is not acceptable.

The following regulations apply to any person, graduate or undergraduate, who is
enrolled as a Pepperdine University student. These rules are not to be interpreted as
all-inclusive as to situations in which discipline will be invoked. They are illustrative, and
the University reserves the right to take disciplinary action in appropriate circumstances
not set out in this catalog. It is understood that each student who enrolls at Pepperdine
University will assume the responsibilities involved by adhering to the regulations of the
University. Students are expected to respect order, morality, personal honor, and the
rights and property of others at all times. Examples of improper conduct for which
students are subject to discipline are as follows:

- Dishonesty in any form, including plagiarism, illegal copying of software, and
  knowingly furnishing false information to the University.
- Forgery, alteration, or misuse of University documents, records, or
  identification.
- Failure to comply with written or verbal directives of duly authorized University
  officials who are acting in the performance of assigned duties.
- Interference with the academic or administrative process of the University or
  any of the approved activities.
- Otherwise unprotected behavior that disrupts the classroom environment.
- Theft or damage to property.
- Violation of civil or criminal codes of local, state, or federal governments.
- Unauthorized use of or entry into University facilities.
- Violation of any stated policies or regulations governing student relationships to
  the University.

Disciplinary action may involve, but is not limited to, one or a combination of the
alternatives listed below:

**Dismissal** – separation of the student from the University on a permanent basis.

**Suspension** – separation of the student from the University for a specified length
of time.

**Probation** – status of the student indicating that the relationship with the
University is tenuous and that the student’s records will be reviewed periodically
to determine suitability to remain enrolled. Specific limitations to and restrictions
of the student’s privileges may accompany probation.”
Assistance for Students with Disabilities

The Disability Services Office (DSO) offers a variety of services and accommodations to students with disabilities based on appropriate documentation, nature of disability, and academic need. In order to initiate services, students should meet with the Director of the DSO at the beginning of the semester to discuss reasonable accommodation. If a student does not request accommodation or provide documentation, the faculty member is under no obligation to provide accommodations. You may contact the Director of Disability Services at (310) 506-6500. For further information, visit the DSO Web site at: http://www.pepperdine.edu/disabilityservices/.