BUSA 421: Data Mining
COURSE SYLLABUS: Fall 2015 01 W

Instructor: Dr. Bo Han
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To protect your academic privacy, please always send me emails from your tamuc.edu email. Please use emails to ask me questions.
Skype: If an online tutoring is helpful to you, we can use Skype. Please send me an email to make an appointment in advance, so that we are both online at the same time.

RECOMMENDED TEXTBOOK

***Microsoft Excel 2010 Data Analysis and Business Modeling* by Wayne Winston**
ISBN-13: 978-0735643369   OR   ISBN-10: 0735643369

Notes Regarding the Learning Materials:
- The recommended book is a good reference book to have, but is not required.
- Used books work fine. We don't need access codes from this book.
- Some examples are from this recommended book. Some are developed according to the open learning materials from Microsoft. If I develop the course lectures, I will provide the learning materials such as the data sets accompanying with the lectures to you.

COURSE DESCRIPTIONS

This course is designed to introduce the following data mining knowledge to students:

(1) Data mining techniques in Microsoft Excel
(2) Fundamental quantitative models of the Excel techniques

Students will learn data mining from two perspectives: First, how to use information technology tool (Excel software) to analyze data sets. Second, what the analysis results mean to business management. The two collections of knowledge will introduce students to data mining practices and data driven decision making in business operations and process management.

At the end of this class, students will not only acquire data mining techniques in the Excel software, but will also understand the implications of analysis results to business administration.

GRADING

Projects (A Maximum of 60 Points)
4 projects regarding data mining in Excel will be assigned in this class. You can get a maximum of 15 points for each project.
Please note:
The project points are very important to your final grade! Please be sure to turn in your projects on time. The schedule for the submission deadlines are:
- Project 1 is due by 6PM on September 30, 2015.
- Project 2 is due by 6PM on October 28, 2015.
- Project 3 is due by 6PM on November 25, 2015.
- Project 4 is due by 6PM on December 16, 2015.

I have created the developer guides for some challenging parts in the projects. If you see a guide is listed under a project, please refer to the guide when you work on the project.

Exams (A Maximum of 40 Points)
Two exams will be given during the semester. You can get a maximum of 20 points for each exam. Each exam will be open for one week on eCollege. You can choose any time during the one-week period to take the online exam. Once you start the exam, you have two hours to complete the exam. You can't pause or retake the exam once it is started. The exam dates are:
- Exam 1 will be open from 10 AM on October 26 to 6PM on November 1, 2015.
- Exam 2 will be open from 10 AM on December 7 to 6PM on December 14, 2015.

Final Grade
At the end of this semester, if your total point is between 90 and 100, you will get an A; if it's between 80 and 89, you will get a B, and so on. **Please note that the actual points will be used to calculate your final grade.** No percentage or curving will be used in this class.

Points	Grade
90-100	A
80-89	B
70-79	C
60-69	D
below 60	F

Bonus points
You can participate in the instructor assigned activities to get a maximum of 3 points for bonus in this semester.

VIDEOS

Videos are very important to support your learning and academic success in this class. I introduce the main concepts and knowledge structures to you each week. **Be sure to watch the lecture videos before reading the textbook.** It will help you understand the data mining concepts in an easier way.

All lecture videos are located in the weekly links (Week 1, Week 2, …, Week 14, Week 15) on eCollege, as shown in the example below:

TECHNOLOGY REQUIREMENTS

The data mining techniques are designed on Microsoft Excel 2010 (the university standard), but are compatible with Excel 2013, Excel 365, and Excel for Apple Mac computers.

It is the best practice to use Firefox or Chrome to access to the online class according to eCollege. This is applicable to both PC and Mac users. Please download either one if you don't have any of these Web browsers.

COMMUNICATION AND SUPPORT

If you ask me questions by emails, I will reply you in 48 hours. However, I usually answer them much faster than this.

If you have questions in software operations, please be sure to include the screenshots of the issues in the emails.

All assignment due dates, project deadlines, and exam time are central time in the United States.

COURSE OUTLINE / TENTATIVE CALENDAR

Please see "Tentative Schedule" on eCollege

COURSE AND UNIVERSITY PROCEDURES/POLICIES

University Specific Procedures

ADA Statement

Students with Disabilities

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a

learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

Office of Student Disability Resources and Services
Texas A&M University-Commerce
Gee Library- Room 132
Phone (903) 886-5150 or (903) 886-5835
Fax (903) 468-8148
StudentDisabilityServices@tamuc.edu

Student Conduct

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. (See *Code of Student Conduct from Student Guide Handbook).*