



# Marketing and Business Analytics

A&M-COMMERCE

## BUSA 326: Data & Information Management COURSE SYLLABUS: Spring 2020 21E

**Instructor:** Dr. Bo Han, Associate Professor of Business Analytics

**Office Hours:** 4:30 to 5:30 PM Monday and 4:30 to 5:30 PM Wednesday (Commerce campus) or by appointment.

**Office Location:** BA 325 (McDowell Administration Building on Commerce campus)

**Email Address:** [bo.han@tamuc.edu](mailto:bo.han@tamuc.edu)

**Phone Number:** 903-886-5692

**Fax Number:** 903-886-5693

**Preferred Form of Communication:** Email.

**Response Time:** I will reply everyone's emails within 24 hours.

### Welcome!

Welcome to BUSA 326 Data & Information Management class. I look forward to showing everyone how data and database are used in business decisions and operations.

## COURSE INFORMATION

### Required Textbooks

SQL Queries for Mere Mortals: A Hands-On Guide to Data Manipulation in SQL (3rd Edition)

By: John L. Viescas, Michael J. Hernandez

ISBN: 978-0321992475

(We do not need the access code from this book. So, used books without the access code work fine.)

# COURSE DESCRIPTION

This course introduces core concepts in data and information management. The focus is on identifying organizational information requirements, modeling them using conceptual data modeling techniques, converting the conceptual data models into relational data models and implementing and utilizing a relational database. Upon the completion of this course, students should reach the following learning objectives:

1. Understand and be able to use the entity-relationship diagram to create database prototypes;
2. Be able to use SQL to implement database prototypes in a database management system such as MySQL;
3. Be able to use SQL to retrieve data, and perform simple data analysis in a database management system.

## GRADING

### **Projects (A Maximum of 40 Points)**

Two projects regarding database design will be given during this semester. You can get a maximum of 20 points from each project. Please note:

- Projects are very important to your final grade! Please be sure to complete and submit every project by the deadline listed on myLeo Online.
- Project 1 is due by 6 PM on March 1, 2019.
- Project 2 is due by 6 PM on April 19.

### **Quizzes (A Maximum of 20 Points)**

Two quizzes will be given during this semester. You can get a maximum of 10 points from each quiz. Questions in each quiz are developed from class lectures, notes, and the textbook. Each quiz consists of 10 multiple choice questions, and will be open for one week on myLeo Online. You can choose any time during this one-week period to take the quiz. You can have 2 attempts in each quiz. If you choose to retake a quiz, the points you received in the first attempt will be deleted from the grade book. The points from your second attempt will be recorded as the final points in the gradebook. The following schedules show you when the quizzes will be open on myLeo Online:

- **Quiz 1:** 10 AM on February 17 to 6PM on February 23.
- **Quiz 2:** 10 AM on March 30 to 6PM on April 5.

### **Exams (A Maximum of 40 Points)**

Two exams will be given during this semester. You can get a maximum of 20 points from each exam. Each exam will be open for one week on myLeo Online. 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 March 16 to 6PM on March 22.
- Exam 2 will be open from 10 AM on April 29 to 6PM on May 6.

## 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 myLeo Online, as shown in the example below:



## TECHNOLOGY REQUIREMENTS

It is the best practice to use Firefox to access to the online class according to myLeo Online. This is applicable to both PC and Mac users. Please download and use Firefox if you don't have this Web browser.

## COMMUNICATION AND SUPPORT

If you ask me questions by emails, I will reply you in 24 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 AND UNIVERSITY PROCEDURES/POLICIES**

### **Syllabus Change Policy**

The syllabus is a guide. Circumstances and events, such as student progress, may make it necessary for the instructor to modify the syllabus during the semester. Any changes made to the syllabus will be announced in advance.

### **University Specific Procedures**

#### Student Conduct

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. The Code of Student Conduct is described in detail in the [Student Guidebook](#).

<http://www.tamuc.edu/admissions/registrar/documents/studentGuidebook.pdf>

Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum: [Netiquette](#)

<http://www.albion.com/netiquette/corerules.html>

#### TAMUC Attendance

For more information about the attendance policy please visit the [Attendance](#) webpage and [Procedure 13.99.99.R0.01](#).

<http://www.tamuc.edu/admissions/registrar/generalInformation/attendance.aspx>

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/academic/13.99.99.R0.01.pdf>

#### Academic Integrity

Students at Texas A&M University-Commerce are expected to maintain high standards of integrity and honesty in all of their scholastic work. For more details and the definition of academic dishonesty see the following procedures:

#### [Undergraduate Academic Dishonesty 13.99.99.R0.03](#)

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/undergraduates/13.99.99.R0.03UndergraduateAcademicDishonesty.pdf>

#### [Graduate Student Academic Dishonesty 13.99.99.R0.10](#)

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/graduate/13.99.99.R0.10GraduateStudentAcademicDishonesty.pdf>

## 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

Email: [Rebecca.Tuerk@tamuc.edu](mailto:Rebecca.Tuerk@tamuc.edu)

Website: [Office of Student Disability Resources and Services](http://www.tamuc.edu/campusLife/campusServices/studentDisabilityResourcesAndServices/)

<http://www.tamuc.edu/campusLife/campusServices/studentDisabilityResourcesAndServices/>

### Nondiscrimination Notice

Texas A&M University-Commerce will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national origin, disability, age, genetic information or veteran status. Further, an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.

### Campus Concealed Carry Statement

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in Texas A&M University-Commerce buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and A&M-Commerce Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations.

For a list of locations, please refer to the [Carrying Concealed Handguns On Campus](#) document and/or consult your event organizer.

Web url:

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf>

Pursuant to PC 46.035, the open carrying of handguns is prohibited on all A&M-Commerce campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1.

## **COURSE OUTLINE / TENTATIVE CALENDAR**

Please refer to the “Tentative Course Schedule” link on myLeo Online.