

Course Syllabus – BUSA 511

Texas A&M-Commerce Marketing and Business Analytics BUSA 511: Business Analytics for Managers Fall 1, 2022

Instructor: Dr. William J. Harris

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Course Location: BA 340

Office Hours & Contact Information: Tuesday - Thursday: 10:00 AM – 3:00 PM CDT/CST (or by appointment via Zoom). Most of the time I will work remotely, but I will be on campus occasionally. However, I will make myself available for appointments at a convenient time for both students and myself. The best way to contact me is by email.

COURSE INFORMATION

Course Modality

This course is designated as an online class. All course materials and video recordings of the lectures will be available through D2L. You may proceed working on and submitting assignments in advance of due dates if you so choose with the exception of the Team and Individual Case Studies. Assignment and activity due dates will be by 11:59 CDT/CST every Sunday per the course schedule posted on D2L.

Important information concerning expectations and clarifications is presented in my once-a-week live lectures. Students are encouraged to attend live lectures via Zoom. Readings, learning practices, quizzes and, other assignments are due at the end of each week's module.

COVID-19 Related

A&M-Commerce requires the use of face-coverings in all instructional and research classrooms/laboratories. Exceptions may be made by faculty where warranted. Faculty have management over their classrooms. Students not using face-coverings can be required to leave class. Repetitive refusal to comply can be reported to the Office of Students' Rights and Responsibilities as a violation of the student Code of Conduct. Students should not attend class when ill or after exposure to anyone with a communicable illness. Communicate such instances directly with your instructor. Faculty will work to support the student getting access to missed content or completing missed assignments.

Required Textbooks

Business Analytics: Communicating with Numbers, 2nd Ed by Sanjiv Jaggia,
ISBN: 9781265585822, Publisher: McGraw-Hill

eBook (digital version) inclusive access is required through McGraw-Hill CONNECT. The **printed version of the textbook is not required.**

When you purchase the eBook online, you will receive an access code that will allow you to register for the McGraw-Hill CONNECT platform. Through CONNECT, you will take the SmartBook Learning Practice exercises and chapter quizzes for each module/week. Follow the

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instructions in your D2L course for purchasing your online McGraw-Hill textbook, getting your access code and registering for the McGraw-Hill's CONNECT platform.

Supplemental materials such as additional practice exercises and instructional videos will be supplied to you via links from within your D2L course.

COURSE DESCRIPTION

This course provides students an opportunity to understand the underlying framework of business analytics, the role of big data in today's dynamic organizational environment and using analytical models in business operations and decision making. Through a combination of lectures and business case studies, graduate students will learn how big data can support manager's decision making and how business analytics can be leveraged by organizations to gain a competitive advantage. The case studies explored will illustrate how companies take advantage of different sources of data with different analytical techniques to improve performance, gain an understanding of optimizing results for better decisions, and employing analytical methods to translate data into key insights.

COURSE OBJECTIVES

By the end of this course, students will be able to:

- Learn how big data can support manager's decision making.
- Learn how business analytics can be leveraged by organizations to gain a competitive advantage.
- Learn how companies take advantage of different sources of data with different analytical techniques to improve performance and understand deeper concepts of business analytics.

GRADING

This is a fast-paced course spanning eight weeks. Your weekly activities will be posted in your D2L course area. Each student must complete the two (2) course case studies (Team and Individual) with at least a 70% (C-) grade for each in order to receive a passing grade in this course.

Case Studies

A total of 100 percentage points are possible for each of the two (2) case studies. This includes the point values which are assigned to each section or question plus ten (10) points which are earned based on following the prescribed assignment format. The written case analysis should be approximately 4-6 pages in length. The proper writing style is to be based on APA (seventh edition) formatting, as a guide, for all answers that require a written explanation. The percentage points earned on these assignments will be multiplied by 20 to obtain the final assignment grade. For instance, if you achieve 90% of the available points on either case, you will receive 18 points toward your final course grade. Do not use underlines, highlights or italics for any part of your written answers. The case studies shall be submitted through D2L and Turn-It-In will be used to

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assess originality and to detect plagiarism. Late assignments will receive 10% penalty for each day it is late.

Team Project Grading

For the Team case study, each student will be assigned to a team early in the term. A single grade will be assigned for the group report. Each student in the group will receive the group grade if they have sufficiently participated in the project as determined by their peers and the Professor. Insufficient participation and teamwork may result in an individual point deduction determined by the Professor. Any individual deduction will be judged by the Professor based on observation and investigation along with the confidential results of the Peer Review forms from the team.

Participation Grading

This course involves intensive in-class discussion of cases, exercises and other information from your learning as well as others in the class. Your classmates will depend on your participation. Class participation is graded based on the extent to which you ask questions, answer questions and otherwise participate in open discussions. The atmosphere of the class is inclusive, non-critical, exploratory, professional and opinion forming. Honest academic search for facts, current status and investigation occur in an open and risk-free environment. Ask your questions, formulate your thoughts and learn to express them in class while being respectful of others' beliefs, values and contributions.

Final Grade

Your final grade will be a weighted average comprised of the following:

Assignment	Available Points as a % of Final Grade
eBook Practices & Quizzes	41
Team Case Study	20
Individual Case Study	20
Participation (reflections/responses)	18
Course Evaluation	1

There are a total of 100 points that can be achieved in this course. At the end of this semester, if your accumulated point score is between 90 and 100, you will get an A; if it's between 80 and 89, you will get a B, between 70 and 79 a C and so on. Grades below 70 do not meet the standards of a passing grade for this course. Please note that the actual points will be used to calculate your final grade. No curving will be used in this class.

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

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TECHNOLOGY REQUIREMENTS

You will need to use Microsoft office tools only with the Excel Solver Add-In.

COMMUNICATION AND SUPPORT

If you ask me questions by emails, I will reply within 48 hours. However, I usually answer them much faster. If you have questions about software operations, please make sure to include the screenshots of the issues in the emails. All assignment due dates, deadlines, and exam time are central time in the United States.

COURSE AND UNIVERSITY POLICIES

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
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).

Campus Concealed Carry

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 (<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf>) and/or consult your event organizer). 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 Policies

Communication: In an online course, any electronic postings, emails, or electronic messages that disrupt the class or interfere with learning goals and objectives are unacceptable. Electronic communication - the backbone of this online course - must be civil, respectful and cordial at all times. Any posting that disrupts or interferes with learning will be removed and the author of the posting will receive a written warning. A second disruptive posting will result in university procedures for academic misconduct.

Professional Behavior: Disruption of the classroom or the teaching environment is unacceptable and is considered a form of punishable academic misconduct. This includes email or any other form of communication. Disruption of the academic process includes act(s) or word(s) by a student in a classroom or teaching environment that in the estimation of a faculty member deflects attention from the academic matters at hand. Examples of such disruption encompass: noisy distractions; persistent, disrespectful, and/or abusive interruptions; improper language, dress, and/or behavior; and actions that present a danger to the health, safety, and/or well-being of a faculty member, student, staff member, or guest. Disruption also includes tampering with, defacing, or stealing library or online materials. Punishment for such disruption can range from a verbal reprimand by the faculty member, to an assignment of grade of “F,” as well as other university procedures for academic misconduct.

Academic Integrity: The university is an academic community and expects its students to manifest a commitment to academic integrity through rigid observance of standards for academic honesty. The university can function properly only when its members adhere to clearly established goals and values. Accordingly, the academic standards are designed to ensure that the principles of academic honesty are upheld. The following acts violate the academic honesty standards:

- Cheating — intentionally using or attempting to use unauthorized materials, information, or study aids in any academic exercise.
- Fabrication — intentional and unauthorized falsification or invention of any information or citation in an academic exercise.
- Facilitating Academic Dishonesty — intentionally or knowingly helping or attempting to help another to violate any provision of this code.
- Plagiarism — the adoption or reproduction of ideas, words, or statements of another person as one’s own without proper acknowledgment.

Students are expected to submit tests and assignments that they have completed without aid or assistance from other sources. Using sources to provide information without giving credit to the original source is dishonest. Students should avoid any impropriety or the appearance thereof in taking examinations or completing work in pursuance of their educational goals.

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COURSE REQUIREMENTS

The course is AN ONLINE COURSE with Student Responsibilities or Tips for Success in the Course. You are responsible for reviewing all announcements within the course announcements pages, logging on at least 3 times a week, having and responding to all emails, completing assignments on time, posting your reflections and responding to classmates as required. You are required to attend live or listen to recorded lectures each week. Failure to do these items will adversely affect your grade.

Examples include: Regularly logging into the course website, amount of weekly study and participation time expected, etc.

Please use the following tips to be successful.

1. Get the eBook version of the textbook. The eBook is an interactive part of the practices and quizzes. In addition, you will have to reference specific page numbers in some of the assignment.
2. Review all the announcements. Check email daily for any feedback I will provide. However, the email will direct you to further information.
3. Please note due dates are generally Sundays but NOT during the final week.

TENTATIVE COURSE OUTLINE & SCHEDULE

I anticipate that we will follow the schedule I've outlined in this syllabus, but I may make an adjustment based on what actually happens in the course. I may also change the basis for the course grade (if I need to eliminate an assignment or something of that nature). If I do so, I will so inform you in writing. Remaining in the course after reading this syllabus will signal that you accept the possibility of changes and responsibility for being aware of them.

Week/Module	Topic	Tasks to Complete
1	Introduction to Business Analytics & Data Management (Chapters 1 &2)	6
2	Data Mining & Measures (Chapters 12 &3)	5
3	Visualization & Probability (Chapters 4 &5)	5
4	Statistical Inference & Spreadsheet Modeling (Chapters 6 & 15, Supplemental Material)	5
5	Time Series Forecasting (Chapter 10) Begin Team Case Study	3
6	Causal Analysis & Linear Regression (Chapter 7) Team Case Study Due	5
7	Forecasting Model Accuracy (Supplemental Material) Begin Individual Case Study	1
8	Analytical Implementation Individual Case Study Due Course Evaluation	3