Marketing and Business Analytics
A&M-COMMERCE

BUSA 326 Data & Information Management
COURSE SYLLABUS: Summer I Semester 2023

INSTRUCTOR INFORMATION

Instructor: *Joe Brodnax, CAP®*

Office Location: *BA 315C*
Virtual Office Hours: 12:00 – 12:30 pm M & F, 7:00-7:30 pm M, & By Appt.

University Email Address: *Joe.Brodnax@tamuc.edu*
Department Phone: 903.886.5692
Department Fax: 903.886.5693

Preferred Form of Communication: Email
Communication Response Time: Within 48 hours

COURSE INFORMATION

Textbook(s) Required

SQL Queries for Mere Mortals: A Hands-On Guide to Data Manipulation in SQL (4th Edition)
by Viescas, Hernandez
ISBN: 978-0134858333

Software Required

MySQL will be utilized **and is required** as the database tool in this course. MySQL is a free open-source software product. More information is provided in the D2L course content folder.

Course Description

This course introduces students to 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.

Student Learning Outcomes

1. Students will understand the process of translating data into information using logical analysis via requirements that will assist management in making better data driven decisions.

The syllabus/schedule are subject to change.

2. Students will use SQL in implementing database prototypes in a database management system such as MySQL for manipulating data in deriving information

3. Students will be able to use SQL to retrieve data and perform simple data analysis in solving organizational requirements in assisting management to make better decisions.

COURSE REQUIREMENTS

Minimal Technical Skills Needed

Using the Learning Management System, Microsoft Office Tools, and MySQL.

Instructional Methods

This course uses lecture/discussion videos (see technical section below), Microsoft Power Point (lecture and tutorial slides), outside learning sources, MySQL assignments, and learning management system (see technical section below) including virtual sessions for course content, lab support, and office hours. Supplemental videos and documents will be provided to help reinforce course content.

Student Responsibilities

The University expects regular attendance by students in each course (whether in class or web based). Class attendance/participation is useful to the student as a means of acquiring knowledge and clarification. Frequent access to the course content and material is expected (both online and face/face classes). The instructor has access to login metrics for each student. Class participation is the active engagement in questions and answers, taking part in analyses of business situations, and contribution to material addressed in class. Additionally, students should check their official university email daily for information and guidance that may be provided by the course instructor.

GRADING

Final grades in this course will be based on the following scale:

A = 90%-100%

B = 80%-89.9%

C = 70%-79.9%

D = 60%-69.9%

F = 59.9% or Below

The *syllabus/schedule are subject to change.*

The four criteria used to determine the grades earned for the course are as follows:

Assignments/Tests	Percentage
Assignments	35%
Exam 1	20%
Exam 2	20%
Final Exam	25%
	100%

Assessments

There are 8 assignments <u>planned</u> which include both material assignments directly relating to the content material in the course and application assignments which provide the student an opportunity to apply data to information translation exercises using MySQL. Each assignment is 12.5% of the 35% for the assignments weighting distribution. Descriptions of the assignments will be posted as they are assigned. All assignments are individual assignments and are to be the result of the student's own work. **Using someone else's words/code or ideas as if they were your own is plagiarism and fall within the academic integrity guidelines as noted below**. **All SQL files submitted will be evaluated for authorship**. Each student will have at least one week to complete each assignment. These assignments give the student an opportunity to apply what they have learned in each chapter module. <mark>Note: Compliant with COB Student Learning Objective 5: Students will be analytical problem solvers in business environments</mark>.

Late assignments are highly discouraged<u>. A penalty of 15% per day (including weekends) will be assessed on late assignments.</u> Under NO circumstances will assignments more than two days late be accepted. No extra credit assignments are available.

Of note: All assignment due dates, project deadlines, and exam times are US Central Time Zone. Please note that D2L will have a due date and end date noted for each assignment and exam. The due date in D2L is when the assignment is due as noted within the document and the end date in D2L is when the assignment closes and the student will not be allowed to submit.

There are two exams, each worth 20% for the exam weighting distribution. And there is a final exam worth 25% for the weighting distribution. Exams will consist of multiple-choice format but may include short answer or fill-in-the blank questions. Exams are always timed so preparation and familiarity with the material is important. The focus of the questions is on the course material but may include material from lectures, discussions, and assignments not covered by the textbook references.

The syllabus/schedule are subject to change.

TECHNOLOGY REQUIREMENTS

LMS

All course sections offered by Texas A&M University-Commerce have a corresponding course shell in the myLeo Online Learning Management System (LMS). Below are technical requirements

LMS Requirements:
https://community.brightspace.com/s/article/Brightspace-Platform-Requirements

LMS Browser Support:
https://documentation.brightspace.com/EN/brightspace/requirements/all/browser_support.htm

YouSeeU Virtual Classroom Requirements:
https://support.youseeu.com/hc/en-us/articles/115007031107-Basic-System-Requirements

ACCESS AND NAVIGATION

You will need your campus-wide ID (CWID) and password to log into the course. If you do not know your CWID or have forgotten your password, contact the Center for IT Excellence (CITE) at 903.468.6000 or helpdesk@tamuc.edu**.**

Note: Personal computer and internet connection problems do not excuse the requirement to complete all course work in a timely and satisfactory manner. Each student needs to have a backup method to deal with these inevitable problems. These methods might include the availability of a backup PC at home or work, the temporary use of a computer at a friend's home, the local library, office service companies, Starbucks, a TAMUC campus open computer lab, etc.

COMMUNICATION AND SUPPORT

If you have any questions or are having difficulties with the course material, please contact your Instructor.

Technical Support

If you are having technical difficulty with any part of Brightspace, please contact Brightspace Technical Support at 1-877-325-7778. Other support options can be found here:

https://community.brightspace.com/support/s/contactsupport

The *syllabus/schedule are subject to change.*

Interaction with Instructor Statement

Email is the preferred form of communication. <u>Please be sure to include the course (number and section) to ensure a timely response.</u> Emails are generally answered within 48 hours with the exception of weekends. When you have technical issues, please be sure to include screenshots as appropriate. Class slides, assignment descriptions, and the recording of grades are provided through MyLeo. Class announcements (e.g. change in assignment dates) will be sent to the student's email on record when available. **<u>It is the students' responsibility to regularly check their University email.</u>**

COURSE AND UNIVERSITY PROCEDURES/POLICIES

Course Specific Procedures/Policies

The University expects regular attendance by students in each course (whether in class or web based). Class attendance/participation is useful to the student as a means of acquiring knowledge and clarification. Frequent access to the course content and material is expected (both online and face/face classes). The instructor has access to login metrics for each student. Class participation is the active engagement in questions and answers, taking part in analyses of business situations, and contribution to material addressed in class. Additionally, students should check their official university email daily for information and guidance that may be provided by the course instructor.

Late assignments are highly discouraged<u>. A penalty of 15% per day (including weekends) will be assessed on late assignments.</u> Under NO circumstances will assignments more than two days late be accepted. No extra credit assignments are available.

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/oneStopShop/undergraduateAdmissions/studentGuidebook.aspx

Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum: https://www.britannica.com/topic/netiquette

The syllabus/schedule are subject to change.

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

Students with Disabilities-- ADA Statement

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 162
Phone (903) 886-5150 or (903) 886-5835
Fax (903) 468-8148
Email: studentdisabilityservices@tamuc.edu

Website: Office of Student Disability Resources and Services

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.

The *syllabus/schedule are subject to change.*

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.

COVID Statement

The Counseling Center at A&M-Commerce, located in the Halladay Building, Room 203, offers counseling services, educational programming, and connection to community resources for students. Students have 24/7 access to the Counseling Center's crisis assessment services by calling 903-886-5145. For more information regarding Counseling Center events and confidential services, please visit www.tamuc.edu/counsel

The *syllabus/schedule are subject to change.*

COURSE OUTLINE / CALENDAR

BUSA 326 DATA & INFORMATION MANAGEMENT
Class Schedule
Summer I 2023 – Prof. Brodnax

Week #	Chapter(s)	Day	Lecture Material / Activities	Assignments/Notes
Week 1		Jun 5	Introductory Discussion / Course Overview / MySQL Download	Welcome Virtual Session / Download MySQL
		Jun 6	Data & Information / Introduction to Database Concepts	Download MySQL / Assignment 1
		Jun 7	Introduction to Database Concepts (cont.)	Download MySQL
		Jun 8	ERD Relational Translation / Data Normalization	
	Ch. 1	Jun 9	Relational Database	
Week 2	Ch. 2	Jun 12	Ensuring a Sound Database	Assignment 2
	Ch. 4	Jun 13	SQL Basics & Creating a Simple Query	
	Ch. 4	Jun 14	SQL Basics & Creating a Simple Query	
		Jun 15	MySQL Assignment Tutorial	Preparation for Exam 1
		Jun 16	Exam 1	
Week 3	Ch. 5	Jun 19	HOLIDAY	
		Jun 20	SQL Expansion	Assignment 3 (A) / Assignment 4 / Virtual Lab Session
	Ch. 6-7	Jun 21	Filtering Data / Introduction to Sets	
	Ch. 8	Jun 22	INNER JOINs	
	Ch. 8	Jun 23	INNER JOINs	
Week 4	Ch. 9, 11	Jun 26	OUTER JOINs / Subqueries	Assignment 5 (A) / Assignment 6
	Ch. 12-13	Jun 27	Simple Totals / Grouping Data	Virtual Lab Session
	Ch. 14-15	Jun 28	Filtering Group Data / Updating Sets of Data	Preparation for Exam 2
		Jun 29	Exam 2	
	Ch. 19	Jun 30	Condition Testing	Assignment 7 / Assignment 8 (micro cert*)
Week 5	Ch. 16-17	Jul 3	Inserting Sets of Data / Deleting Sets of Data	
		Jul 4	HOLIDAY	
	Ch. 18	Jul 5	NOT & AND Problems	Preparation for Final Exam
		Jul 6	Final Exam	

This class schedule/calendar is subject to change

*The descriptions and timelines contained in this syllabus are subject to change at the discretion of the instructor.

The *syllabus/schedule are subject to change.*