



Marketing and Business Analytics

A&M-COMMERCE

BUSA 416: Innovative Analytics Technology **COURSE SYLLABUS: Spring 2024 01W**

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

Office Hours: By appointment only for this online course

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Preferred Form of Communication: Email.

Response Time: I will reply everyone's emails within 24 hours except for Saturdays, Sundays, and the university approved holidays. Emails received during Saturdays, Sundays, and the university approved holidays will be replied on the following business day.

Hello everyone,

Welcome to BUSA 416 class! To protect your academic privacy, please always send me emails from your tamuc.edu email. Please use emails to ask me questions. This is the fastest way to reach me. All learning materials such as lecture videos and presentation slides have been uploaded to myLeo Online (a.k.a, D2L). Please start your learning ASAP. ***Do NOT wait till last minute, since we have many new technologies to cover.*** Feel free to email me any time when you meet questions. I'm here to help!

COURSE INFORMATION

Materials – Textbooks, Readings, Supplementary Readings

Textbook(s)

No required textbooks. The learning materials are provided to you on D2L.

Course Description

This class will introduce students to the emerging analytics technologies and their business applications. The focus of this class includes:

- Analytical technology development, management, and commercialization process;
- Applications of innovative analytical technologies in business management.

Student Learning Outcomes

1. Students should comprehend the basic concepts for analytical technology development and management such as the object oriented strategy, system development life cycle, etc.
2. Students should understand the new concepts that innovative analytical technologies brought to business management such as Internet of Things, Mobile AI, Cryptocurrencies, and Blockchains.

College of Business Student Learning Outcomes:

1. Students will demonstrate proficiency in spoken communications by delivering clear and well-structured business presentations.
2. Students will demonstrate proficiency in written communications by creating clear and well-structured business documents.
3. Students will identify and evaluate ethical business issues.
4. Students will identify and evaluate global business challenges.
5. Students will be analytical problem solvers in business environments.

COB Student Learning Outcomes (SLOs)	Course Outcomes - After successfully completing this course, students will be able to:	Measurement Methods (Outcome Assessments)
2, 5	<ul style="list-style-type: none">• Demonstrate an ability to use analytical technologies to solve business problems.• Demonstrate an understanding of cryptocurrencies.• Demonstrate skill in creating technical reports for decision analysis.	<ul style="list-style-type: none">• Exam• Project

GRADING

Your performance will be graded according to the following tasks in this class:

Quiz (A Maximum of 40 Points)

Two quizzes will be given during the semester. You can get a maximum of 20 points for each quiz. Each quiz will be open for one week on myLeo Online (D2L). You can choose any time during the one-week period to take the online quiz. Once you start the quiz, you have three hours to complete it. You can have 2 attempts for each quiz. If you retake a quiz, the highest point out of the two attempts will be recorded as the final point for the quiz.

- Quiz 1 is open from **10 AM on February 12 to 6 PM on February 18.**
- Quiz 2 is open from **10 AM on April 1 to 6 PM on April 7.**

Group Project (A Maximum of 40 Points)

One project will be assigned in this course. You can get a maximum of 40 points from the project. Please refer to the project instruction on myLeo Online (D2L) for details. Please note:

- Project points are very important to your final grade! **The due date for the project is 6 PM on April 29, 2024. No late submission will be accepted!** Early submission is highly recommended.
- If you like, you can complete the project by yourself. If you like to form a group, make sure your group has 4 or fewer members. **Submissions from groups with more than 4 members will not be graded.**
- Each group only needs to submit one copy of the project.
- If you need to find group members, please see the “Call for Members” document on myleo online.
- No matter you want to complete the project alone or in a group, please let me know your decision by email by **6 PM on February 1.** When emailing me, please clearly list the first and last names of each group member. **Each group only needs one member to email me your decision and member names.**

Exam (A Maximum of 20 Points)

One exam will be given during the semester. You can get a maximum of 20 points for the exam. The exam will be open for one week on myLeo Online (D2L). You can choose any time during the one-week period to take the online exam. Once you start the exam, you have three hours to complete the exam. You can't pause or retake the exam once it is started.

- The exam is open from **10 AM on April 29 to 6 PM on May 8.**

Final Grades

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 real point will be used to calculate your final grade. **No percentage or curving will be used for your final grade.**

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.

COMMUNICATION AND SUPPORT

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.

TECHNOLOGY REQUIREMENTS

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

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

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.

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.

Counseling Center

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

AI use policy [Draft 2, May 25, 2023]

Texas A&M University-Commerce acknowledges that there are legitimate uses of Artificial Intelligence, ChatBots, or other software that has the capacity to generate text, or suggest replacements for text beyond individual words, as determined by the instructor of the course.

Any use of such software must be documented. Any undocumented use of such software constitutes an instance of academic dishonesty (plagiarism).

Individual instructors may disallow entirely the use of such software for individual assignments or for the entire course. Students should be aware of such requirements and follow their instructors' guidelines. If no instructions are provided the student should assume that the use of such software is disallowed.

In any case, students are fully responsible for the content of any assignment they submit, regardless of whether they used an AI, in any way. This specifically includes cases in which the AI plagiarized another text or misrepresented sources.

13.99.99.R0.03 Undergraduate Academic Dishonesty

13.99.99.R0.10 Graduate Student Academic Dishonesty