



Marketing and Business Analytics

A&M-COMMERCE

BUSA 521 – Project Management Spring 2024

INSTRUCTOR INFORMATION

Instructor:	Son Bui
Office Location:	Zoom ID:2395126950 Pass: busa or DAL 2060
Office Hours:	5:00 pm – 6:00 pm Tue and Wed
Office Phone:	903-886-5692 903-886-
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University Email Address:	email within 24
Preferred Form of Communication:	hours
Communication Response Time:	

COURSE INFORMATION

ISBN: 978-1935589679 – A Guide to the Project Management Body of Knowledge: PMBOK Guide (5th Edition).

Access to Microsoft Project 2016. Instructions to access to Microsoft Project 2016 can be found in D2L.

Course Description

Project Management is the discipline of defining and managing the vision, tasks, and resources required to complete a project. This course covers management techniques to plan, execute and control software development projects. It will provide and introduction to the project management knowledge areas of scope, resource management (time, money, and people), quality control, risk, and communications as well as software specific areas such as estimation and metrics.

Student Learning Outcomes

Upon successful completion of the course, student should be able to:

1. Demonstrate knowledge of key project management success factors.
2. Demonstrate knowledge of the project life cycle.
3. Apply project management concepts by working on a project as a project manager.

The syllabus/schedule are subject to change.

COURSE REQUIREMENTS

Minimal Technical Skills Needed

This is a capstone class to complete the degree. Students should have data analytic skills (data mining, time series analysis, regression analysis etc.) and research skills (data collection, survey design etc.).

Instructional Methods

Each week learning materials are opened on Monday at 12:00 am in D2L. Online discussion will be conducted based on class schedule. Recorded video will be provided for students who can't attend the online discussion. Questions can be asked via email or during online discussion.

Student Responsibilities/Tips for Success in the Course

1. Students are expected to:
 - a. Read text assignments as scheduled
 - b. Watch tutorial videos as scheduled
 - c. Attend online discussions or watch recorded videos as scheduled
 - d. Collaborate with teammate to finish a group project by the end of semester. Submit your group project in each phrase in the appropriate D2L assignment submission folder.
2. This syllabus is tentative for the semester. Certain topics maybe stressed more or less than indicated in schedule. Depend on class progress, certain topics may be omitted or added.
3. **Feedback for each project phrase will be given the next week after its due date. It is highly recommended for all teammates to meet me individually to ask questions.**
4. Feel free to ask questions through email or during online discussion. I am accessible 24/7 through these channels even during weekends or holidays. You can ask any questions related to course topics, group projects, and exams and I try to answer them within few hours (maximum 24 hours). In online discussion, you can also try to answer others' questions. But you are expected to maintain etiquette and decency in your responses.
5. Behavior: "All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment." (See Student's Guide Book). During your collaboration with me and your fellow

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students online or in class, professionalism and respect will be expected. I encourage you to assist one another, but always respect one another's opinion and communicate professionally with each other and with me.

6. **Any form of cheating – copying, sharing files, submitting the work of another as your own – is not permitted.** Students who participate (as givers/receivers) in any form of cheating will fail the course.
7. Attendance Policy: regular attendance will be taken. There is no penalty for absence but opportunity for any grace points based on class participation will be lost if there is too much absence. You are yourself responsible for getting class notes from friends for missed classes due to unavoidable circumstances. However, exams have corresponding due dates which will not be extended for your personal excuses.

GRADING

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

- A = 90%-100%
- B = 80%-89%
- C = 70%-79%
- D = 60%-69%
- F = 59% or Below

Assignments/Projects	Percentage
Group Project	60%
Midterm Exam	20%
Final Exam	20%

Assessments

Exams: There will be 2 exams during the semester. The exams will be counted as 40% of your final grade. **These exams will be open-book, open-note, and open-internet. However, they are not open-neighbor, and you can't discuss with your friends including people who are and aren't taking the class. No late exams will be accepted.**

Group Project: You're required to design, implement, and complete a group project in this class. The project can be any business analytic project that you are interested in,

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but you must make sure that you are able to complete the project with your knowledge and available resources before this semester ends. For instance, if you want to understand what factors lead to individual mobile coupon adoption, you can do so as long as you can provide final results by the end of this semester. On the other hand, if you are interested in understanding the impact of different IT announcements to stock market, but don't have enough data to analyze by the end of this semester, then you should not consider this as the project for this class. **No late group projects will be accepted.**

Certification: In a competitive environment, businesses are always looking for certified and skilled professionals. There is no better way to show this than to earn a new wellregarded certification. As such, the class will encourage you to take the following certifications for future career. **Please keep in mind that earning a certification is totally optional activities. It is not necessary to get a good grade for the class. The class might cover a certain portion of the exam, but it rests in your hand to prepare thoroughly for the exam. All the learning materials and exam fees are your responsibility. Please do not email me to ask for learning materials. Copy of your certification must be emailed before the last day of class to earn credits:**

- Project Management Professional (PMP): bonus 20% toward final grade
- PMI Professional in Business Analysis (PMI – PBA): bonus 20% toward final grade
- IIBA Entry Certificate in Business Analysis (ECBA): bonus 20% toward final grade

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-SystemRequirements>

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>

Interaction with Instructor Statement

I generally response to students' questions in a few hours (maximum 24 hours), and feedback on assignments is provided bi-weekly.

COURSE AND UNIVERSITY PROCEDURES/POLICIES

Course Specific Procedures/Policies

Missing the exams and non-participated group project will results in grade 'F'. There will be no make-up exam, or make-up group project. No late exam and group project will be accepted.

Regular attendance will be taken. There is no penalty for absence but opportunity for any grace points based on class participation will lost if there is too much absence. You are yourself responsible for getting class notes from friends for missed classes due to

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unavoidable circumstances. However, exams have corresponding due dates which will not be extended for your personal excuses.

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>

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>

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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/)

<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>

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Pursuant to PC 46.035, the open carrying of handguns is prohibited on all A&MCommerce campuses. Report violations to the University Police Department at 903886-5868 or 9-1-1.

STATEMENT ON AI USE IN COURSES [MAY 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.

COURSE OUTLINE

Week	Topic	Reading Assignment	Homework Assignment
WEEK 1:	<ul style="list-style-type: none">• Review Syllabus		<ul style="list-style-type: none">• Submit Academic Dishonesty Policy
WEEK 2:	<ul style="list-style-type: none">• PP #1: Introduction to Project Management Concepts• Project Research Seminar 1	<ul style="list-style-type: none">• Ch. 1	<ul style="list-style-type: none">• List of Group Project Team Members
WEEK 3:	<ul style="list-style-type: none">• PP #2: Organizational Influences and Project Life Cycle	<ul style="list-style-type: none">• Ch. 2	
WEEK 4:	<ul style="list-style-type: none">• PP #3: Project Management Processes	<ul style="list-style-type: none">• Ch. 3	<ul style="list-style-type: none">• Group Project Planning due

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WEEK 5:	<ul style="list-style-type: none"> • Comprehensive Exam Week (No lecture class on this week) • Project Research Seminar 2 • Mandatory meeting with each team 		<ul style="list-style-type: none"> • Comprehensive Exam – See “Comprehensive Exam Procedures” document in D2L for more details
WEEK 6:	<ul style="list-style-type: none"> • PP #4: Project Planning and Project Integration Management 	<ul style="list-style-type: none"> • Ch. 4 	
WEEK 7:	<ul style="list-style-type: none"> • PP #5: Project Scheduling 	<ul style="list-style-type: none"> • Ch. 5 	
WEEK 8:	<ul style="list-style-type: none"> • PP #6: Project Time Management 	<ul style="list-style-type: none"> • Ch. 6 	
WEEK 9:	<ul style="list-style-type: none"> • PP #7: Project Cost Management • PP #8: Project Risk Management 	<ul style="list-style-type: none"> • Ch. 7 & 11 	<ul style="list-style-type: none"> • Group Project Implementation due
WEEK 10:	<ul style="list-style-type: none"> • Spring Break – No Class 		
WEEK 11:	<ul style="list-style-type: none"> • PP #9: Resource Allocation • Midterm Exam • Project Research Seminar 3 • Mandatory meeting with each team 		
WEEK 12:	<ul style="list-style-type: none"> • PP #10: Quality Control 	<ul style="list-style-type: none"> • Ch. 8 	
WEEK 13:	<ul style="list-style-type: none"> • PP #11: Project Monitoring 	<ul style="list-style-type: none"> • Ch. 10 	
WEEK 14:	<ul style="list-style-type: none"> • PP #12: Project Auditing 		
WEEK 15:	<ul style="list-style-type: none"> • PP #13: Project Termination 		
WEEK 16:	<ul style="list-style-type: none"> • Final Exam 		<ul style="list-style-type: none"> • Group Project Written Report due • Peer Evaluation Report due