



BUSA 423: Business Analytics Programming

COURSE SYLLABUS: Fall 2024 01W

Instructor: Dr. Bo Han, Professor of Business Analytics

Office: TBA (Dallas Campus)

Office Hours: 10 AM – 1 PM (Zoom) on Tuesdays & 8:50 PM -10:50 PM (In-Person) on Wednesdays

Email Address: bo.han@tamuc.edu

Preferred Form of Communication: Email.

Response Time: 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.

Welcome!

Hello everyone,

Welcome to BUSA 523 Business Analytics Programming class! This is an online course. We will mostly use recorded videos to deliver the class contents. All lecture videos and learning materials have been posted on myleo online. You can access to the contents from the first day of this semester. Please study those contents according to the "Schedule of Lectures" posted on myleo online.

Please feel free to email me any time when you have questions. I'm here to help! To protect your academic privacy, please always use your tamuc.edu email. Tamuc.edu email is the fastest way to reach me. All class announcements will be sent to your tamuc.edu email as well.

COURSE MATERIALS

Textbook

Python Crash Course: A Hands-On, Project-Based Introduction to Programming

by Eric Matthes

ISBN-10: 1593276036 OR ISBN-13: 978-1593276034

Note:

Please make sure to watch the lecture videos, no matter whether you plan to have the textbook. Data analytics in Python is a fast growing field. I will update everyone with the latest development in the lecture videos.

COURSE DESCRIPTION

This course is designed to introduce business analytics programming in Python to students. Students will learn programming foundations, application development in Python, and how to integrate Python applications with business operations in this class. This course consists of the following three learning objectives:

1. Students will learn Python programming fundamentals. Knowledge such as object oriented programming in Python will be introduced to students.
2. Students will learn how to use Python to perform business data analysis. Techniques such as time series analysis, geographical data analysis in Python will be introduced to students.
3. Students will learn how to use data analysis results from Python to support business decision making.

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)
1, 2, 5	<ul style="list-style-type: none"> • Understand Python Programming fundamentals; • Be able to use Python to develop basic applications; • Be able to identify programming errors and develop solutions by using Python. 	<ul style="list-style-type: none"> • Exam • Project

GRADING

Project (A Maximum of 40 Points)

One project will be given during the semester. You can get a maximum of 40 points for the project. Please note:

- Project is very important to your final grade! Please be sure to complete and submit the project by the deadline.

- The project submission deadline is **6 PM on November 10, 2023**. Early submissions are highly recommended.

Exams (A Maximum of 60 Points)

Two exams will be given during this semester. You can get a maximum of 30 points from each exam. The exam schedule is listed below. You can choose any time during scheduled dates to take the online exam. Once you start the exam, you have three hours to complete the exam. You can't pause the exam once it is started. The exam schedule is:

- **Exam 1** will be open from **10 AM on September 30 to 6PM on October 6**.
- **Exam 2** will be open from **10 AM on December 4 to 6PM on December 11**.

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.

TECHNOLOGY REQUIREMENTS

The following information is provided to assist you in successfully using technology to complete the assignments and class activities:

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

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. **Please be**

sure to watch the lecture videos before reading the textbook. It will help you understand the business analytics concepts in an easier way. All lecture videos are located in the weekly links (Week 1, Week 2, ...) on eCollege, as shown in the example below:



COMMUNICATION AND SUPPORT

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.

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 standard time in the United States.

COURSE AND UNIVERSITY PROCEDURES/POLICIES

University Specific Procedures

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

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*).

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.

AI use policy

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

COURSE OUTLINE / TENTATIVE CALENDAR

Please check "Schedule of Lectures" on D2L online learning system.