



## **BUSA 424 Business Analytics Modeling COURSE SYLLABUS: Spring Semester 2025**

### **INSTRUCTOR INFORMATION**

**Instructor:** *Joe Brodnax, CAP®*

**Office Location:** *BA 315C*

**Office Hours:** T/TH: 11:00-11:30am (Virtual); T: 7:00-8:00pm (Virtual) T/TH: 11:00am-12:30pm (Commerce Office)

**University Email Address:** [Joe.Brodnax@tamuc.edu](mailto: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***

*Spreadsheet Modeling and Decision Analysis: A Practical Introduction to Business Analytics (8th Edition)*

*by Cliff Ragsdale*

*ISBN:9781305947412*

#### ***Software Required***

Access to Microsoft Office 2013 or later Excel Solver & Power Point. SAS® Viya for Learners (free from SAS®- will be learned in class). See Technology section.

#### ***Course Description***

This course is an applied course that addresses fundamentals of management science, analytical modeling, and decision making. In this course, students will learn topics including methods and models supporting decision analysis and decision making, optimization models, and application software in helping decision makers.

#### ***Student Learning Objectives***

- To provide students with an understanding on how to model complex decision making problems

- To equip the students with a strong quantitative and analytical foundation in which to employ in solving problems
- Provide the knowledge and skills to analyze a problem, determine the best model to employ on the problem, and then provide clear assessment based on the analysis to management for determining optimal decisions moving forward.
- Students will be able to interpret results from data analysis and how to apply those results to business problems, goals, and organizational strategies

## **COURSE REQUIREMENTS**

### ***Minimal Technical Skills Needed***

Using the Learning Management System, Microsoft Office Excel with Solver extension, SAS® Viya for Learners

### ***Instructional Methods***

This course uses lecture/discussion videos (see technical section below), Microsoft Power Point (lecture and tutorial slides), Microsoft Office Excel w/ Solver, SAS® Viya for Learners 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% or Below

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

<b>Assignments/Tests</b>	<b>Percentage</b>
Assignments	35%
Quiz (2)	20%
Mid Term Exam	20%
Final Exam	25%
	100%

## **Assessments**

Assignments include material assignments directly relating to the content material in the course, certification modules, and application assignments, which provide the student an opportunity to apply machine learning knowledge and skills. Assignments are 35% of the course 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/tool execution or ideas as if they were your own is plagiarism and fall within the academic integrity guidelines as noted below.** 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 module.

**Note: Compliant with COB Student Learning Objective 5: Students will be analytical problem solvers in business environments.**

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

Of note: All assignment due dates 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 quizzes, each worth 50% of the 20% for the quiz weighting distribution. And there is a midterm exam worth 20% and final exam worth 25% for each respective 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 virtual lectures, virtual discussion, reference material, and assignments. Data mining tools are required for some of the questions, so preparation for the exam by following the examples provided in the discussion videos and working the exam review questions is very important.

## **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](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](mailto: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*

Email is the preferred form of communication. Please be sure to include the course (number and section) to ensure a timely response. 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. **It is the students' responsibility to regularly check their university email.**

# 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. **A penalty of 15% per day (including weekends) will be assessed on late assignments. 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>

### **TAMUC Attendance**

For more information about the attendance policy please visit the [Attendance 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/13sudents/undergraduates/13.99.99.R0.03UndergraduateAcademicDishonesty.pdf>

[Graduate Student Academic Dishonesty 13.99.99.R0.10](#)

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13sudents/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](mailto: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.

## **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.

**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.

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