



## **BUSA 511: Business Analytics for Managers Fall 2025**

**Instructor:** Dr. Chris A. Myers

**Office Hours:** Tue 10AM-1P CST

Tue Zoom Meeting 1-3 PM CST

All Other by Appointment (Send an email anytime)

**Office Phone:** (Admin) 903-886-5703

**University Email Address:** [Chris.Myers@etamu.edu](mailto:Chris.Myers@etamu.edu)

**Preferred Form of Communication:** Email [Chris.Myers@etamu.edu](mailto:Chris.Myers@etamu.edu)

**Communication Response Time:** Mon-Fri within 24 hrs. Sat-Sun within 48 hrs.

**Email is the preferred communication in this class, emails will be sent to students Texas A&M-Commerce account ONLY. Students must routinely check email.**

Communication Response Time: **Email should be sent through your Leo account.**

**Email subject should begin with "BUSA 511.01W". Email with the right format can expect response within 24 hours, otherwise it is more likely to be missed due to overwhelming emails\*\*\***

### **COURSE INFORMATION**

#### **Required Textbooks**

**Business Analytics: Communicating with Numbers** *2nd Edition*

Author: Sanjiv Jaggia

ISBN: 1265909296

**Software Required:** Microsoft Excel, Microsoft Power Point, Microsoft Word, Zoom

**Optional Texts and/or Materials:** None

**McGraw Hill Connect:** *All Quizzes and Assignments will be managed through McGraw hill connect, information will be posted on D2L*

### **COURSE DESCRIPTION**

This course provides students an opportunity to understand the underlying

framework of business analytics, the role of big data in today's dynamic organizational environment and using analytical models in business operations and decision making. Through a combination of lectures and business case studies, graduate students will learn how big data can support manager's decision making and how business analytics can be leveraged by organizations to gain a competitive advantage. The case studies explored will illustrate how companies take advantage of different sources of data with different analytical techniques to improve performance, gain an understanding of optimizing results for better decisions, and employing analytical methods to translate data into key insights.

## **COURSE OBJECTIVES**

By the end of this course, students will be able to:

- Learn how big data can support manager's decision making.
- Learn how business analytics can be leveraged by organizations to gain a competitive advantage.
- Learn how companies take advantage of different sources of data with different analytical techniques to improve performance and understand deeper concepts of business analytics.

## **COB SLO-Course Objective Alignment**

<b>COB STUDENT LEARNING OUTCOMES (SLOS)</b>	<b>COURSE OUTCOMES - AFTER SUCCESSFULLY COMPLETING THIS COURSE, STUDENTS WILL BE ABLE TO:</b>	<b>MEASUREMENT METHODS (OUTCOME ASSESSMENTS)</b>
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1, 2, 5

- Identify and describe complex business problems in terms of analytical models
  - Understand and apply statistical concepts and methods of business analytics
  - Develop models in excel and other analytical tools for various decision-making problems
  - Interpret results/solutions and identify appropriate courses of action for a given problem
  - Communicate technical information in the form of visualizations and detailed reports.
- Business Analytics Case Study
  - Assignments

## GRADING

Please note that the actual points will be used to calculate your final grade. No curving will be used in this class. All submissions: Assignments, Quizzes/Exams, Projects, and E-learning (Coursera, LinkedIn) are STRICTLY due on their respective Due Dates. Any late submission will incur a 1% or more as PENALTY PER DAY BASIS form the total grade.

### Assessment Criteria

Tasks	% of the final grade
Exams/Quizzes	40
Projects	30
Assignments	30
Total	100

### Grading Scale/Policy

Points	Grade
90-100	A
80-89	B
70-79	C
60-69	D
Below 60	F

## TECHNOLOGY REQUIREMENTS

You will need to use Microsoft office tools and Analytics Solver Add-In. Access to McGraw Hill Connect

## COMMUNICATION AND SUPPORT

If you ask me questions by emails, I will reply within 48 hours. However, I usually answer them much faster. **If you have questions about software operations, please make sure to include the screenshots of the issues in the emails.** All assignment due dates, deadlines, and exam time are central time in the United States.

## COURSE AND UNIVERSITY POLICIES

### **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**

Gee Library- Room 132

Phone (903) 886-5150 or (903) 886-5835

Fax (903) 468-8148

[StudentDisabilityServices@tamuc.edu](mailto: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*).

### **Campus Concealed Carry**

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 (<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf>) and/or consult your event organizer). 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.

### **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](http://www.tamuc.edu/counsel)

## **COURSE REQUIREMENTS**

Minimal Technical Skills Needed

### **Instructional Methods**

### **Student Responsibilities or Tips for Success in the Course**

The course is managed via D2L (Desire 2 Learn) LMS system with Student Responsibilities or Tips for Success in the Course. You are responsible for reviewing all announcements within the course announcements pages, logging on at least 3

times a week, having and responding to all emails, and completing assignments on time, and attending or listening to recorded lectures early in the week. Failure to do these items will adversely affect your grade.

Examples include: Regularly logging into the course website, amount of weekly study and participation time expected, etc.

Please use these tips to be successful.

1. Get the textbook. The textbook will be part of all assignments and you will have to reference specific page numbers.
2. Review all the announcements. Check email daily for any feedback I will provide. However, the email will direct you to further information.
3. Please note due dates are generally Sundays but NOT during the final week.

## **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)

Zoom Video Conferencing Tool

[https://inside.tamuc.edu/campuslife/CampusServices/CITESupportCenter/Zoom\\_Account.aspx?source=universalmenu](https://inside.tamuc.edu/campuslife/CampusServices/CITESupportCenter/Zoom_Account.aspx?source=universalmenu)

## **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

## COURSE AND UNIVERSITY PROCEDURES/POLICIES

### Course Specific 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/student\\_guidebook/Student\\_Guidebook.pdf](http://www.tamuc.edu/student_guidebook/Student_Guidebook.pdf)

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 Procedures 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](#)

[Undergraduate Student Academic Dishonesty Form](#)

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/documents/13.99.99.R0.03UndergraduateStudentAcademicDishonestyForm.pdf>

## [Graduate Student Academic Dishonesty Form](#)

<http://www.tamuc.edu/academics/graduateschool/faculty/GraduateStudentAcademicDishonestyFormold.pdf>

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/undergraduates/13.99.99.R0.03UndergraduateAcademicDishonesty.pdf>

### **Students with Disabilities-- ADA Statement**

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Texas A&M University-Commerce  
Velma K. Waters Library Rm 162  
Phone (903) 886-5150 or (903) 886-5835  
Fax (903) 468-8148  
Email: [studentdisabilityservices@tamuc.edu](mailto:studentdisabilityservices@tamuc.edu)  
Website: [Student Disability Services](#)

<https://www.tamuc.edu/student-disability-services/>

#### **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.

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

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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

I anticipate that we will follow the schedule I've outlined in this syllabus, but I may make an adjustment based on what actually happens in the course. I may also change the basis for the course grade (if I need to eliminate an assignment or something of that nature). If I do so, I will so inform you in writing. Remaining in the course after reading this syllabus will signal that you accept the possibility of changes and responsibility for being aware of them.

## **TENTATIVE COURSE OUTLINE**

**Please note this is tentative outline ONLY, visit D2L course page for detailed information**

<b>Week</b>	<b>Topics</b>	<b>Tasks (Tentative)</b>
1	Chapter 1: Introduction to Business Analytics	Smart book reading ch.1 & 2 (Recommended)

		<b>Assignment 1</b>
2	Chapter 2: Data Management and Wrangling	<b>Quiz 1</b>
3	Chapter 3: Summary Measures	Smart book reading ch.3 (Recommended) <b>Assignment 2</b>
4	Chapter 3: Summary Measures/ Dashboard	<b>Quiz 2</b>
5	Chapter 4: Data Visualization	Smart book reading ch.4 (Recommended) <b>Assignment 3</b>
6	Chapter 4: Data Visualization (Advanced topics/ Power BI)	<b>Quiz 3</b>
7	Chapter 5: Probability and Probability Distribution (Discrete distributions)	Smart book reading ch.5 (Recommended) <b>Assignment 4</b> <b>Course project assignment</b>
8	Chapter 5: Probability and Probability Distribution (Continuous distributions)	<b>Quiz 4</b>
9	Chapter 6: Statistical Inference (T-test)	Smart book reading ch.6 (Recommended) <b>Assignment 5</b>
10	Chapter 6: Statistical Inference (Comparing Groups, ANOVA)	<b>Quiz 5</b>
11	Chapter 7: Regression Analysis	Smart book reading ch.7 (Recommended) <b>Assignment 6</b>
	Chapter 7: Regression Analysis (Qualitative, Interaction)	<b>Quiz 6</b>
12	Chapter 8: More Topics in Regression Analysis	Smart book reading ch.8 (Recommended) <b>Assignment 7</b>
13	Chapter 10: Forecasting with time series data	<b>Quiz 7</b>
14	Chapter 17: Optimization: Linear programming	Smart book reading ch.17 (Recommended) <b>Assignment 8</b>
15	Chapter 17: Optimization: Linear programming (Advanced topics in linear	<b>Quiz 8</b> <b>Project Due</b>

	programming)	
16	Revision/ Presentations/ Discussions	TBA

**Every week there may be a Reading task, Assignment, and Quiz on the MHCConnect course page.**