BUSA 326 – Data & Information Management

SPRING - 2026

INSTRUCTOR INFORMATION

Instructor: Dr. Zaki Malik
Email Address: zaki.malik@etamu.edu

Please use emails to ask me questions, and use BUSA-523 in the subject line of the email. This is the fastest way to reach me.

Office Hours: Thursday 8.30AM – 12.30PM and 2PM – 3.30PM in Dallas (or online; Zoom Link posted in D2L)

Preferred Form of Communication: Email. Please use BUSA-326 in the subject line of the email. This is the fastest way to reach me.

Communication Response Time: Within 48 hrs. However, it will usually be much faster than this.

COURSE INFORMATION

Course Modality

- This is a Dallas Campus class. Please check schedule for day/time. Everything will also be available through D2L.

Textbook Required

SQL Queries for Mere Mortals: A Hands-On Guide to Data Manipulation in SQL (4th Edition) by Viescas, Hernandez
ISBN: 978-0134858333
(Get the latest edition of the book – at time of writing this is 4th. If a newer edition is available, get that)

The *syllabus/schedule are subject to change.*

Software Required

- MySQL will be utilized and is required as the database tool in this course. MySQL is a free open-source software product. More information is provided in the D2L course content folder.
- Students are expected and responsible to make sure the software is installed and working in the first week of the semester!

Optional Texts and/or Materials

- SQL is implementation-oriented. Meaning, the more you write SQL, the better you get at it. Students are encouraged to consult other online sources for learning and practicing SQL.

Course Description

This course provides an introduction to the core concepts in data and information management. The course content begins with understanding the translation of data into information for better management decisions. It is centered around the core skills of identifying organizational information requirements, modeling them using conceptual data modeling techniques, converting the conceptual data models into relational data models and verifying its structural characteristics with normalization techniques, and implementing and utilizing a relational database. Building on the transactional database understanding, the course introduces data and information management technologies that provide decision support capabilities under the broad business intelligence umbrella.

Student Learning Outcomes

The student will:

1. Understand and be able to use the entity-relationship diagrams to create database prototypes.
2. Be able to use SQL to implement database prototypes in a database management system such as MySQL.
3. Be able to use SQL to retrieve data, and perform simple data analysis in a database management system.

COURSE REQUIREMENTS

Minimal Technical Skills Needed

- Be able to take screenshots.
- Be able to use Microsoft Word and PowerPoint, using presentation and graphics programs, etc.

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- Be able to follow instructions in installing the required software.
- Be able to troubleshoot software problems (e.g., by consulting online sources using Google etc).

Instructional Methods

This course uses lecture/discussion videos (see technical section below), Microsoft Power Point (lecture and tutorial slides), outside learning sources, MySQL assignments, 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 or Tips for Success in the Course

Students are responsible for regularly logging into the course website, keep up the pace with the weekly readings of the book and slides, understand and implement the developer guides on their MySQL installations. 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%
C = 70%-79%
D = 60%-69%
F = 59% or Below

Assessments

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

Assignments/Tests	Percentage
Assignments	40%
Quiz (2 @ 10% each)	20%
Mid Term Exam	20%
Final Exam	20%
	100%

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 data-information translation exercises using MySQL. Assignments are 40% 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 or ideas as if they were your own is plagiarism and fall within the academic integrity guidelines as noted below**. **All SQL files submitted will be evaluated for authorship**. 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 chapter 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, project deadlines, 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 20% 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 essential. The focus of the questions is on the course material and may include material from class discussions, posted material, and assignments.

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-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**.**

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.

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

COMMUNICATION AND SUPPORT

- If you ask me questions by emails, I will reply within 48 hours. However, I usually answer them much faster than this.
- If you have questions about software operations, please be sure to include the screenshots of the questions in the emails.
- All assignment due dates, project 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

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.

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AI use policy [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.

13.99.99.R0.03 Undergraduate Academic Dishonesty
13.99.99.R0.10 Graduate Student Academic Dishonesty

TENTATIVE COURSE OUTLINE

Week	Topic(s)	Chapter
1	Course Introduction Database software installation	
2	What is Relational? ER Diagrams Ensuring Your Database Structure Is Sound	Chapter 1, 2 Slides
3	Enhanced ER Diagrams	Slides
4	ER to Relational Model	Slides
5	Updating, Inserting, and Deleting Sets of Data	Chapter 15 - 17
6, 7	Create a Simple Query	Chapter 4
6, 7	Getting More Than Simple Columns	Chapter 5
6, 7	Filtering Your Data	Chapter 6
8	**E X A M 1**	**Chapters Covered**
9	Thinking in Sets INNER / OUTER JOIN and UNION	Chapter 7 - 10
10, 11	Subqueries	Chapter 11
12	Simple Totals, Grouping Data	Chapter 12 - 14
13	Views and Condition Testing	Chapter 18 - 19
14	SQL Practice and Thanksgiving	Slides
15	**E X A M 2**	**Comprehensive**

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