



## **BUSA 511 – Business Analytics for Managers BUSA-511-01W**

Summer 2026

### **INSTRUCTOR INFORMATION**

**Instructor:** Mary Lind  
**Office Location:** Zoom ID: <https://tamuc.zoom.us/j/5469500857>  
**Meeting ID:** 546 950 0857  
**Office Hours:** 12:00 pm – 3:00 pm Online Monday  
**Office Phone:** 336-303-8006  
**University Email Address:** [mary.lind@etamu.edu](mailto:mary.lind@etamu.edu)  
**Communication Response Time:** within 24 hours

### **COURSE INFORMATION**

**ISBN:** 13-9798214508832 – Mindtap for Albright/Winston's Business Analytics: Data Analysis & Decision Making, 8<sup>th</sup> Edition (2025).

**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 an 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.

*The syllabus/schedule are subject to change.*

## Student Learning Outcomes

Upon successful completion of the course, you 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.

## 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 MODULE learning materials are opened on Monday at 12:00AM in the course. 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 teammates to finish your group project by the end of semester. Submit your group project in each phrase in the appropriate online course assignment submission folder.
2. This syllabus is tentative for the semester. Certain topics maybe stressed more or less than indicated in schedule. Depending on class progress, certain topics may be omitted or added.
3. **Feedback for each project phrase will be given the next MODULE 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 MODULEends or holidays. You can ask any

*The syllabus/schedule are subject to change.*

questions related to course topics, group projects, and exams and I try to answer them within few hours (maximum 24 hours). In online discussions, 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 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 many absences. You are 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	Points
Assignments	499
Midterm Exam	124
Final Exam	180

## Assessments

*The syllabus/schedule are subject to change.*

**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 in which you are interested, 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 on the 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 well-regarded 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 activity. 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](https://documentation.brightspace.com/EN/brightspace/requirements/all/browser_support.htm)

*The syllabus/schedule are subject to change.*

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**

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

## **COURSE AND UNIVERSITY PROCEDURES/POLICIES**

### **Course Specific Procedures/Policies**

*The syllabus/schedule are subject to change.*

**Missing the exams and non-participated group project will result 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 be lost if there are too many absences. You are 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.

### **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).  
<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

### **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.

### **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 reasonable accommodation of their disabilities. If you have a disability requiring 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)

### **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 based on race, color, religion, sex, national origin, disability, age, genetic information or veteran status. Further, an environment free from discrimination based on 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.

### **A&M-Commerce Supports Students' Mental Health**

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)

### **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 anyway. 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**

MODULE	Topic	Reading Assignment	Homework Assignment
MODULE 1: 6.1 – 6.7.26	Review Syllabus Introduction to Business Analytics Description the Distribution of Valeus	Chapter 1 Chapter 2	Apply IT Exercises
MODULE 2: 6.8 – 6.14.26	Finding Relationships Among Variables Business Intelligence Tools Midterm Exam (Chpt 1 -4)	Chapter 3 Chapter 4	Apply IT Exercises
MODULE 3: 6.15 – 6.21.26	Business Intelligence Tools Cont.. Probability and Probability Dist..	Chapter 5 Chapter 6	Apply IT Exercises
MODULE 4: 6.22 – 6.28.26	Decision Making Under Uncertainty Statistical Inference	Chapter 7 Chapter 8	Apply IT Exercises
MODULE 5: 6.29 – 7.1.26	Regression Analysis Final Exam (Chpt 1 – 9) (Due 7.1.26)	Chapter 9	Apply IT Exercises

*The syllabus/schedule are subject to change.*