

## **CIS 3302-110, CRN 80540, INTRODUCTION TO BUSINESS ANALYTICS**

Texas A&M University-Central Texas

### **INSTRUCTOR AND CONTACT INFORMATION**

**Instructor:** Dr. Ferdi Eruysal

**Office:** FH 3230

**Phone:** 254-519-5440

**Preferred Classroom Communication Method:** Canvas inbox

**Email:** ferdi.eruysal@tamuct.edu

#### **Office Hours:**

Monday, Wednesday 15.00-17.30.

Other days and times by appointment. I am available to see drop by students', but this semester, I would prefer that students take appointment before they come to see me.

#### **Mode of instruction and course access:**

This course meets regularly face-to-face on Monday and Wednesday, 13.00-14.15 pm at Founder's Hall 407. It also uses the A&M-Central Texas Canvas Learning Management System [<https://tamuct.instructure.com>] which will be our primary resource for the class information. You will use the canvas username and password communicated to you separately to logon to this system. The course syllabus, schedule, supplemental readings, class announcements, power point slides, learning modules and other course related documents will be posted on canvas. Each student is responsible for the posted material, and should check canvas at least daily for updates. The course outline in this syllabus shows the basic schedule for the semester.

#### **Student-instructor interaction:**

Please send all course related correspondence through canvas. Please use TAMUCT email only when canvas is not available (or for non-course related correspondence). I check email several times a day during the week and at least once during the weekends. I will attempt to respond within 24 hours and within 48 hours on Saturday through Sunday. Please do not hesitate to stop by my office during the scheduled office hours or contact me via phone / canvas messages or TAMUCT email, if there are any personal problems or challenges that are hindering your regular progress in the course.

#### **911 Cellular:**

Emergency Warning System for Texas A&M University – Central Texas

911Cellular is an emergency notification service that gives Texas A&M University-Central Texas the ability to communicate health and safety emergency information quickly via email, text message, and social media. All students are automatically enrolled in 911 Cellular through their

myCT email account.

Connect at 911Cellular [<https://portal.publicsafetycloud.net/Texas-AM-Central/alert-management>] to change where you receive your alerts or to opt out. By staying enrolled in 911Cellular, university officials can quickly pass on safety-related information, regardless of your location.

## **COURSE INFORMATION**

**Course Overview and description** Theory and application of business analytics applied in accounting, finance, marketing, management, and other business disciplines. Intended to develop basic analytical skills to gain insights and make better decisions. Topics include descriptive statistics, data visualization, descriptive data mining, linear regression, forecasting, optimization models, spreadsheet models, Monte Carlo simulation, and decision analysis.

### **Course Objective:**

#### **Student Learning Outcomes:**

At the conclusion of the course the student will be able to:

- Explain what business and data analytics are; how they differ from business intelligence and data mining; and why organizations are actively adopting this orientation for strategic advantage
- Describe how managers use business analytics to formulate and solve business problems and to support managerial decision making.
- Execute advanced Microsoft Excel skills for data analysis
- Summarize and describe data using tabular and graphical methods
- Interpret analysis methods in business contexts
- Explain ethical issues that arise when utilizing business analytics techniques

### **Required Reading and Textbook(s):**

**Required Text:** Essentials of Business Analytics , 2nd Edition, South-Western College Pub. ISBN: 978-1305627734

**Supplementary Material:** The course textbook will be supplemented with other materials including research papers readings, handouts, oral presentations, industry articles, videos, research paper readings, case studies, power point presentations etc.

## **COURSE REQUIREMENTS**

**Reading Assignments:** All assigned chapters will be used as basis for class and/or canvas discussions. Students are expected to study the assigned readings before each class session.

**Attendance/Participation Policy:** Class attendance is required. The policy as officially stated by the University will be enforced. Students are expected to make arrangements with the instructor before missing a series of classes due to job requirements. Students are responsible for any material missed during an absence. In all cases, the responsibility remains with the students to meet/obtain all course requirements/changes. Regular course progress is expected. It is each student’s responsibility to review the canvas and syllabus for the latest information.

**Syllabus Quiz:** There will be one syllabus quiz worth 10 points in the first week.

**Assignments:** There will be 3 assignments. Each assignment is worth 100 points. Therefore, 3 assignments are worth 300 points. All assignment related files will be zipped prior to submission to canvas – any unzipped assignments will not be accepted. If there are multiple parts, submit all parts in a SINGLE zip file. I would suggest you create a folder for each part, and then you can zip that entire folder at once.

**Midterms:** This course has two midterm examinations. Each is worth 200 points. Exams are held in classroom. Makeup exams will be given ONLY when arrangements have been made PRIOR to the class meeting.

**Final Exam:** This course also has a final examination. It is worth 300 points. Final exam will be held in classroom.

**Grading Criteria Rubric and Conversion**

	Points		Percentage	Points	Grade
Syllabus Quiz	10		90.0-100%	1269-1410	A
Assignments	300		80.0-89.9%	1128-1268	B
Midterms	400		70.0-79.9%	987-1127	C
Final	300		60.0-69.9%	846-986	D
			0-59.9%	0-845	F
<b>Total</b>	<b>1010</b>				

**Posting of Grades:**

- All student grades should be posted to canvas and students should monitor their grade status through this tool.
- Assignment and midterm scores will be posted no later than one week after it is due.

**COURSE OUTLINE AND CALENDAR**

### Complete Course Calendar (Subject to Change)

Week	Date	Reading	Tasks
1	Aug 28 – Sep 3	Chapter 1	Syllabus Quiz is due on 9.3.2017
2	Sep 4 – 10	Chapter 10	
3	Sep 11 – 17	Chapter 2	Assignment 1 is due on 9.17.2017
4	Sep 18 – 24	Chapter 3	
5	Sep 25 – Oct 1	Review and First Midterm	First midterm will be held on Monday 9.27.2017
6	Oct 2 – 8	Chapter 5	
7	Oct 9 – 15	Chapter 6	
8	Oct 16 – 22	Chapter 7	Assignment 2 is due on 10.22.2017
9	Oct 23 – 29	Chapter 8	
10	Oct 30 – Nov 5	Review and Second Midterm	Second midterm will be held on Monday 11.1.2017
11	Nov 6 – 12	Chapter 14	
12	Nov 13 – 19	Chapter 11	
13	Nov 20 – 26	Chapter 12	Assignment 3 is due on 11.27.2017
14	Nov 27 – Dec 3	Chapter 13	
15	Dec 4 – 8	Review and Final Exam	Final exam will be held on Wednesday 12.6.2017.

**Grading:** Grades are not given; the student earns them. Rubrics are employed whenever possible to assure that the grading of an individual assignment is consistent. There are always disagreements about the grade given to a work product and a student's expectation; students are encouraged to make sound well-reasoned arguments as to why they should receive more points. Arguments that are not well-reasoned include:

- I need a better grade because I am on probation.
- I come from a good family.
- I will be deported.
- I will lose my scholarship.
- I think it is an A paper

### **Instructor's Personal Statement**

- Instructor reserves the right to modify the syllabus during the course of the semester for the benefit of the students.
- Instructor reserves the right to supplement the material presented in the text with additional material that may benefit the students by either providing additional information or a different point of view.
- Instructor expects that the students will act in a curious and professional manner in all interactions with other students and the instructor.
- Instructor reserves the right to modify grading rubrics. Changes to grading rubrics are only made to current and/or future assignments.
- Any changes made will be announced in class and posted on canvas.

### **TECHNOLOGY REQUIREMENTS AND SUPPORT**

#### **Technology Requirements**

This course will use the A&M-Central Texas Canvas Learning Management System [<https://tamuct.instructure.com>].

#### **Technology Support.**

For log-in problems, students should contact Help Desk Central.

24 hours a day, 7 days a week:

Email: [helpdesk@tamu.edu](mailto:helpdesk@tamu.edu)

Phone: (254) 519-5466

[Web Chat](http://hdc.tamu.edu): [<http://hdc.tamu.edu>]

*Please let the support technician know you are an A&M-Central Texas student.*

For issues with **Canvas**, select “chat with Canvas support,” submit a support request to Canvas Tier 1, or call the Canvas support line: 1-844-757-0953, links to all are found inside of Canvas using the “Help” link.

For issues related to course content and requirements, contact your instructor.

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### **UNIVERSITY RESOURCES, PROCEDURES, AND GUIDELINES**

#### **Drop Policy.**

If you discover that you need to drop this class, you must complete a [Drop Request Form](https://www.tamuct.edu/registrar/docs/Drop_Request_Form.pdf) [[https://www.tamuct.edu/registrar/docs/Drop\\_Request\\_Form.pdf](https://www.tamuct.edu/registrar/docs/Drop_Request_Form.pdf)].

Professors cannot drop students; this is always the responsibility of the student. The Registrar's Office will provide a deadline on the University Calendar for which the form must be completed, signed and returned. Once you return the signed form to the Registrar's Office, you must go into Warrior Web and confirm that you are no longer enrolled. If you still show as enrolled, FOLLOW-UP with the Registrar's Office immediately. You are to attend class until the procedure is complete to avoid penalty for absence. Should you miss the drop deadline or fail to follow the procedure, you will receive an F in the course, which may affect your financial aid

and/or VA educational benefits.

### **Academic Integrity.**

Texas A&M University -Central Texas values the integrity of the academic enterprise and strives for the highest standards of academic conduct. A&M-Central Texas expects its students, faculty, and staff to support the adherence to high standards of personal and scholarly conduct to preserve the honor and integrity of the creative community. Academic integrity is defined as a commitment to honesty, trust, fairness, respect, and responsibility. Any deviation by students from this expectation may result in a failing grade for the assignment and potentially a failing grade for the course. Academic misconduct is any act that improperly affects a true and honest evaluation of a student's academic performance and includes, but is not limited to, cheating on an examination or other academic work, plagiarism and improper citation of sources, using another student's work, collusion, and the abuse of resource materials. All academic misconduct concerns will be reported to the university's Office of Student Conduct. Ignorance of the university's standards and expectations is never an excuse to act with a lack of integrity. When in doubt on collaboration, citation, or any issue, please contact your instructor before taking a course of action.

### **Academic Accommodations.**

At Texas A&M University-Central Texas, we value an inclusive learning environment where every student has an equal chance to succeed and has the right to a barrier free education. The Department of Access and Inclusion is responsible for ensuring that students with a disability receive equal access to the University's programs, services and activities. If you believe you have a disability requiring reasonable accommodations please contact the Department of Access and Inclusion at (254) 501-5831. Any information you provide is private and confidential and will be treated as such.

For more information please visit our [Access & Inclusion](https://www.tamuct.edu/student-affairs/access-inclusion.html) webpage [https://www.tamuct.edu/student-affairs/access-inclusion.html].

Texas A&M University-Central Texas supports students who are pregnant and/or parenting. In accordance with requirements of Title IX and guidance from US Department of Education's Office of Civil Rights, the Dean of Student Affairs' Office can assist students who are pregnant and/or parenting in seeking accommodations related to pregnancy and/or parenting. For more information, please visit <https://www.tamuct.departments/index.php>. Students may also contact the institution's Title IX Coordinator. If you would like to read more about these [requirements and guidelines online](http://www2.ed.gov/about/offices/list/ocr/docs/pregnancy.pdf), please visit the website [http://www2.ed.gov/about/offices/list/ocr/docs/pregnancy.pdf].

### **Tutoring.**

Tutoring is available to all A&M-Central Texas students, both on-campus and online. On-campus subjects tutored include Accounting, Advanced Math, Biology, Finance, Statistics, Mathematics, and Study Skills. Tutors are available at the Tutoring Center in Warrior Hall, Suite 111.

If you have a question regarding tutor schedules, need to schedule a tutoring session, are interested in becoming a tutor, or any other question, contact Academic Support Programs at 254-519-5796, or by emailing Larry Davis at [Imdavis@tamuct.edu](mailto:Imdavis@tamuct.edu).

Chat live with a tutor 24/7 for almost any subject on your computer! Tutor.com is an online tutoring platform that enables A&M-Central Texas students to log-in and receive FREE online tutoring and writing support. This tool provides tutoring in over forty subject areas. Access Tutor.com through Canvas.

### **The University Writing Center.**

Located in 416 Warrior Hall, the University Writing Center (UWC) at Texas A&M University-Central Texas is a free workspace open to all TAMUCT students from 10am-5pm Monday-Thursday with satellite hours in the University Library on Mondays from 6:00-9:00pm. Students may arrange a one-on-one session with a trained and experienced writing tutor by visiting the UWC during normal operating hours (both half-hour and hour sessions are available) or by making an appointment via [WOnline](https://tamuct.mywconline.com/) [<https://tamuct.mywconline.com/>]. In addition, you can email Dr. Bruce Bowles Jr. at [bruce.bowles@tamuct.edu](mailto:bruce.bowles@tamuct.edu) to schedule an online tutoring session. Tutors are prepared to help writers of all levels and abilities at any stage of the writing process. While tutors will not write, edit, or grade papers, they will assist students in developing more effective composing practices. By providing a practice audience for students' ideas and writing, our tutors highlight the ways in which they read and interpret students' texts, offering guidance and support throughout the various stages of the writing process. In addition, students may work independently in the UWC by checking out a laptop that runs the Microsoft Office suite and connects to WIFI, or by consulting our resources on writing, including all of the relevant style guides. Whether you need help brainstorming ideas, organizing an essay, proofreading, understanding proper citation practices, or just want a quiet place to work, the University Writing Center is here to help!

If you have any questions about the University Writing Center, please do not hesitate to contact Dr. Bruce Bowles Jr. at [bruce.bowles@tamuct.edu](mailto:bruce.bowles@tamuct.edu).

### **University Library.**

The University Library provides many services in support of research across campus and at a distance. We offer over 200 electronic databases containing approximately 250,000 eBooks and 82,000 journals, in addition to the 72,000 items in our print collection, which can be mailed to students who live more than 50 miles from campus. Research guides for each subject taught at A&M-Central Texas are available through our website to help students navigate these resources. On-campus, the library offers technology including cameras, laptops, microphones, webcams, and digital sound recorders.

Research assistance from a librarian is also available twenty-four hours a day through our online chat service, and at the reference desk when the library is open. Research sessions can

be scheduled for more comprehensive assistance, and may take place on Skype or in-person at the library. Assistance may cover many topics, including how to find articles in peer-reviewed journals, how to cite resources, and how to piece together research for written assignments.

Our 27,000-square-foot facility on the A&M-Central Texas main campus includes student lounges, private study rooms, group work spaces, computer labs, family areas suitable for all ages, and many other features. Services such as interlibrary loan, TexShare, binding, and laminating are available. The library frequently offers workshops, tours, readings, and other events. For more information, please visit our [Library website](https://tamuct.libguides.com/) [https://tamuct.libguides.com/].

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### **OPTIONAL POLICY STATEMENTS:**

#### **A Note about Sexual Violence at A&M-Central Texas**

Sexual violence is a serious safety, social justice, and public health issue. The university offers support for anyone struggling with these issues. University faculty are mandated reporters, so if someone discloses that they were sexually assaulted (or a victim of Domestic/Dating Violence or Stalking) while a student at A&M-Central Texas, faculty members are required to inform the Title IX Office. If you want to discuss any of these issues confidentially, you can do so through Counseling Services (254-501-5956) located on the second floor of Warrior Hall.

Sexual violence can occur on our campus because predators often feel emboldened, and victims often feel silenced or shamed. It is incumbent on ALL of us to find ways to actively create environments that tell predators we don't agree with their behaviors and tell survivors we will support them. Your actions matter. Don't be a bystander; be an agent of change. For additional information on campus policy and resources visit the [Title IX webpage](https://www.tamuct.edu/departments/compliance/titleix.php) [https://www.tamuct.edu/departments/compliance/titleix.php].

#### **INSTRUCTOR POLICIES.**

Makeup exams will be given only when extenuating circumstances are present. In particular, foreseeable conflicts with due dates (e.g., interviews, participation in sport activities, religious observances ...) must be brought to Prof. Eruysal's attention before the due date. You can have makeup ONLY when arrangements have been made PRIOR to the expiry date/time of exam.

#### **Copyright Notice.**

Students should assume that all course material is copyrighted by the respective author(s). Reproduction of course material is prohibited without consent by the author and/or course instructor. Violation of copyright is against the law and Texas A&M University-Central Texas' Code of Academic Honesty. All alleged violations will be reported to the Office of Student Conduct.

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