CIS 3302-115, CRN 60072, INTRODUCTION TO BUSINESS ANALYTICS
Summer 2019
Texas A&M University-Central Texas

COURSE DATES, MODALITY, AND LOCATION
This is an online course. 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.

INSTRUCTOR AND CONTACT INFORMATION
Instructor: Dr. Ferdi Eruysal
Office: FH 323H
Phone: 254-519-5440
Preferred Classroom Communication Method: Canvas
Email: ferdi.eruysal@tamuct.edu

Office Hours:
Monday, Wednesday 16.00-18.00 online.
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.

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.

Warrior Shield:
Emergency Warning System for Texas A&M University-Central Texas
Warrior Shield 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 Warrior Shield through their myCT email account.
Connect to Warrior Shield by 911Cellular [https://portal.publicsafetycloud.net/Account/Login] to change where you receive your alerts or to opt out. By staying enrolled in Warrior Shield, 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):


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: As this is an online course, there is no class attendance requirement. 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 20 points in the first week.

Quizzes: There will be 8 quizzes. Each quiz is worth 200 points. Therefore, 8 quizzes are worth 1600 points. They are timed. Once you start the quiz, you have to submit your answers in a given time period. Some quizzes are short, they will take 30-45 minutes. Others may take as much as two hours.

Grading Criteria Rubric and Conversion

<table>
<thead>
<tr>
<th></th>
<th>Points</th>
<th>Percentage</th>
<th>Points</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Syllabus Quiz</td>
<td>20</td>
<td>90.0-100%</td>
<td>1458-1620</td>
<td>A</td>
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<tr>
<td>Quizzes</td>
<td>1600</td>
<td>80.0-89.9%</td>
<td>1296-1457</td>
<td>B</td>
</tr>
<tr>
<td></td>
<td></td>
<td>70.0-79.9%</td>
<td>1134-1295</td>
<td>C</td>
</tr>
<tr>
<td></td>
<td></td>
<td>60.0-69.9%</td>
<td>972-1133</td>
<td>D</td>
</tr>
<tr>
<td></td>
<td></td>
<td>0-59.9%</td>
<td>0-971</td>
<td>F</td>
</tr>
<tr>
<td>Total</td>
<td>1620</td>
<td></td>
<td></td>
<td></td>
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</tbody>
</table>

Posting of Grades:
- All student grades should be posted to canvas and students should monitor their grade status through this tool.

COURSE OUTLINE AND CALENDAR

Complete Course Calendar (Subject to Change)

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Reading</th>
<th>Tasks</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>June 3-9</td>
<td>Chapter 1 &amp; 2</td>
<td>Syllabus Quiz and Quiz 1 are due on June 9th, 2019</td>
</tr>
<tr>
<td>2</td>
<td>June 10-16</td>
<td>Chapter 3</td>
<td>Quiz 2 is due on June 16, 2019</td>
</tr>
<tr>
<td>3</td>
<td>June 17-23</td>
<td>Chapter 5</td>
<td>Quiz 3 is due on June 23, 2019</td>
</tr>
<tr>
<td>4</td>
<td>June 24-30</td>
<td>Chapter 6</td>
<td>Quiz 4 is due on July 30, 2019</td>
</tr>
<tr>
<td>Week</td>
<td>Dates</td>
<td>Chapter</td>
<td>Quiz Due Date</td>
</tr>
<tr>
<td>------</td>
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<td>----------</td>
<td>--------------------------------</td>
</tr>
<tr>
<td>5</td>
<td>July 1-7</td>
<td>Chapter 7</td>
<td>Quiz 5 is due on July 7, 2019</td>
</tr>
<tr>
<td>6</td>
<td>July 8-14</td>
<td>Chapter 10</td>
<td>Quiz 6 is due on July 14, 2019</td>
</tr>
<tr>
<td>7</td>
<td>July 15-21</td>
<td>Chapter 11</td>
<td>Quiz 7 is due on July 21, 2019</td>
</tr>
<tr>
<td>8</td>
<td>July 22-26</td>
<td>Chapter 12</td>
<td>Quiz 8 is due on July 26, 2019</td>
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</table>

**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 addition 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 Instructure Canvas learning management system. Logon to A&M-Central Texas Canvas [https://tamuct.instructure.com/] or access Canvas through the TAMUCT Online link in myCT [https://tamuct.onecampus.com/]. You will log in through our Microsoft portal.

Username: Your MyCT email address. Password: Your MyCT password

**Canvas Support**

Use the Canvas Help link, located at the bottom of the left-hand menu, for issues with Canvas. You can select “Chat with Canvas Support,” submit a support request through “Report
a Problem,” or call the Canvas support line: 1-844-757-0953.
For issues related to course content and requirements, contact your instructor.

Other Technology Support
For log-in problems, students should contact Help Desk Central.
24 hours a day, 7 days a week:
   Email: helpdesk@tamu.edu
   Phone: (254) 519-5466
   Web Chat: [http://hdc.tamu.edu]

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

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].

Professors cannot drop students; this is always the responsibility of the student. The Registrar’s Office will provide a deadline on the Academic 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.
For more information regarding the Student Conduct process, [https://tamuct.campuslabs.com/engage/organization/tamuct-student-conduct-panel]. If you know of potential honor violations by other students, you may submit a report, [https://cm.maxient.com/reportingform.php?TAMUCentralTexas&layout_id=0].

**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 Office 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 Office of Access and Inclusion, WH-212; or call (254) 501-5836. Any information you provide is private and confidential and will be treated as such.

For more information please visit our [Access & Inclusion Canvas page](https://tamuct.instructure.com/courses/717) (log-in required).

**Important information for Pregnant and/or Parenting Students.**
Texas A&M University-Central Texas supports students who are pregnant and/or parenting. In accordance with requirements of Title IX and related 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. Students should seek out assistance as early in the pregnancy as possible. For more information, please visit the [Student Affairs web page](https://www.tamuct.edu/student-affairs/index.html). Students may also contact the institution’s Title IX Coordinator. If you would like to read more about these requirements and guidelines online, please visit the website [http://www2.ed.gov/about/offices/list/ocr/docs/pregnancy.pdf].

Title IX of the Education Amendments Act of 1972 prohibits discrimination on the basis of sex and gender—including pregnancy, parenting, and all related conditions. A&M-Central Texas is able to provide flexible and individualized reasonable accommodation to pregnant and parenting students. All pregnant and parenting students should contact the Associate Dean in the Division of Student Affairs at (254) 501-5909 to seek out assistance. Students may also contact the University’s Title IX Coordinator.

**Tutoring.**
Tutoring is available to all A&M-Central Texas students, both on-campus and online. Subjects tutored on campus 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 have any other question, contact Academic Support Programs at (254) 519-5796, or by emailing Dr. DeEadra Albert-Green at deeadra.albertgreen@tamuct.edu.

Chat live with a tutor 24/7 for almost any subject from 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 support. This tool provides tutoring in over 40 subject areas. Access Tutor.com through Canvas.

University Writing Center.
Located in Warrior Hall 416, the University Writing Center (UWC) at Texas A&M University–Central Texas (TAMUCT) is a free workspace open to all TAMUCT students from 10:00 a.m.-4:00 p.m. Monday thru Thursday with online only hours Monday thru Thursday from 6:00-9:00 p.m.

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 UWC is here to help!

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 WCOnline. In addition, you can email Dr. Bruce Bowles Jr. at bruce.bowles@tamuct.edu if you have any questions about the UWC and/or need any assistance with scheduling.

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 85,000 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 24 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 [http://tamuct.libguides.com/index].

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 TAMUCT, 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 Student Counseling (254-501-5955) located on the second floor of Warrior Hall (207L).

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].

Behavioral Intervention
Texas A&M University-Central Texas cares about the safety, health, and well-being of its students, faculty, staff, and community. If you are aware of individuals for whom you have a concern, who are exhibiting behaviors that pose a threat to safety, or individuals causing a significant disruption to our community, please make a referral to the Behavioral Intervention Team. You can complete the referral online [https://cm.maxient.com/reportingform.php?TAMUCentralTexas&layout_id=2].

Anonymous referrals are accepted. Please see the Behavioral Intervention Team website for more information [https://www.tamuct.edu/student-affairs/bat.html]. If a person’s behavior poses an imminent threat to you or another, contact 911 or A&M-Central Texas University Police at 254-501-5800.
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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