

# **CIS 3302-115, 60335, BUSINESS ANALYTICS**

## **SUMMER 2021**

### **TEXAS A&M UNIVERSITY-CENTRAL TEXAS**

#### **COURSE DATES, MODALITY, AND LOCATION**

Business Analytics is an 8-week 100% online course beginning on June 07, 2021, and ending on July 30, 2021.

This course uses the A&M-Central Texas Canvas Learning Management System found here: <https://tamuct.instructure.com/>.

This course uses McGraw Hill Education Connect and integrates with the A&M-Central Texas Canvas Learning Management System platform.

#### **INSTRUCTOR AND CONTACT INFORMATION**

Instructor: Alex Burnett-Hayes

Phone: 737-444-7333 (Please use for emergencies only.)

Email: [alex.burnett-hayes@tamuct.edu](mailto:alex.burnett-hayes@tamuct.edu) (Preferred method of communication.)

#### **Office Hours**

I am available to all students on an appointment basis. Please send an email to [alex.burnett-hayes@tamuct.edu](mailto:alex.burnett-hayes@tamuct.edu) to schedule an appointment. Meeting options are either via WebEx or telephone. All appointments will be confirmed with an email sent from me to your Warrior email account. When sending an email to me, please utilize only your Warrior account. Emails sent from other providers will not be answered.

#### **Student-Instructor Interaction**

I will respond to all student emails within 24 hours of receipt.

#### **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://www.tamuct.edu/police/911cellular.html) [<https://www.tamuct.edu/police/911cellular.html>] 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

Examine theory and application of business analytics applied in accounting, finance, marketing, management, and other business disciplines. Develop basic analytical skills to gain insights and make better decisions. Special emphasis on descriptive statistics, data visualization, descriptive data mining, linear regression, forecasting, optimization models, spreadsheet models, Monte Carlo simulation, and decision analysis.

### Course Objective or Goal

#### 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 actively adopt 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

**Title:** Business Analytics

**Authors:** Sanjiv Jaggia and Alison Kelly and Kevin Lertwachara and Leida Chen

**Edition:** 1<sup>st</sup>

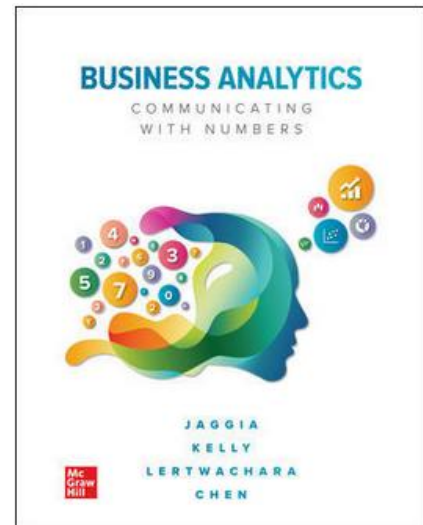
**Publisher:** McGraw Hill Education

**ISBN:** 9781260785005

**Connect Access Card ISBN:** 9781260784930

**Connect and Loose-leaf Bundle ISBN:** 9781264091683

**University Bookstore ISBN:** 9781265216115



### Connect Access Card Registration

Follow these steps to register to Connect via Canvas: (1) Login to Canvas and select our course, (2) On the left, you will find the Modules menu selection. Click on it, (3) Click on the Week 1 Course Module, (4) Click on either Connect Orientation Videos or SmartBook 2.0 – Student Orientation. You will be transferred to the McGraw Hill Connect website to start the registration process.

When registering, you must use your Warrior email account.

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## **COURSE REQUIREMENTS**

**Orientation:** There will be two (2) orientations to be completed in the first week of class in Connect as accessed through the A&M-Central Texas Canvas Learning Management System as follows: Connect Orientation Videos and SmartBook 2.0 – Student Orientation. Each orientation activity is worth 7.5 points for a total of 15 points. You can begin any Orientation Activity, Save & Exit, and resume at a later time.

**Meet & Greet Discussion Forum:** This assignment will be a discussion post where you will give a brief (about two short paragraphs) description of yourself and why you are taking this class. Only share what you are comfortable with. The Meet & Greet discussion forum is worth a maximum of five (5) points.

**Group Discussion Forums:** There will be three (3) group discussion forums. The group discussion forums will initiate with an instructor posed question. Students must make an initial post and a minimum of two reply posts to their classmates. The reply post requirement necessitates a response to two (2) different members of the class. Continued conversations beyond the minimum reply posts required are encouraged. All posts should be substantive. The group discussion forums are worth a maximum of twenty (20) points each for a maximum total of 60 points.

**SmartBook Activities:** There will be eight (8) SmartBook Activities to be completed in Connect as accessed through the A&M-Central Texas Canvas Learning Management System. SmartBook is an adaptive reading and learning experience making every minute count by identifying and highlighting the most impactful content for you to master at a given point in time. Once you have completed the assignment's reading component, you will need to answer a series of questions identifying your level of understanding of the material you have just read. The SmartBook Activities are not timed, and you are allowed one attempt. You can begin any SmartBook Activity, Save & Exit, and resume at a later time. Each SmartBook Activity is worth 10 points for a total of 80 points.

**Quizzes:** There will be six (6) quizzes to be completed in Connect as accessed through the A&M-Central Texas Canvas Learning Management System. Each quiz includes 20 multiple choice and/or True/False questions to be answered in a 50-minute timeframe. You may attempt the quiz two (2) times, and the final grade recorded for each quiz will be the average of the two attempts. Alternatively, if you are satisfied with your first attempt grade and choose not to take a second attempt, the first attempt grade will be recorded as your final grade for that quiz. Each quiz is worth 20 points for a total of 120 points.

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**Homework:** There will be six (6) homework assignments to be completed in Connect as accessed through the A&M-Central Texas Canvas Learning Management System. The homework assignments include a selection of the most relevant and engaging assets from each chapter and are further configured to cover all the chapter objectives. You may be asked to access a data file/table/chart to answer a homework assignment question, and you may have to click a link to download said information. Each homework assignment includes four (4) – eight (8) questions, and some questions will have multiple parts. The homework assignments are not timed, and you are allowed three attempts with the highest grade recorded as your final grade for each homework assignment. If you decide to pursue a second or third attempt, you will not have to start over; instead, you can revise any previous attempt. You can begin any homework assignment, Save & Exit, and resume at a later time. Each homework assignment is worth 20 points for a total of 120 points.

**Midterm and Final Examinations:** There will be one (1) midterm examination and one (1) final examination to be completed in Connect as accessed through the A&M-Central Texas Canvas Learning Management System. Each examination includes 30 questions. Each examination is worth 50 points for a total of 100 points across both examinations. Note: The midterm examination opens on 06/28 at 12:01 a.m. CST and closes on 07/04 at 11:55 p.m. CST. The final examination begins on 07/26 at 12:01 a.m. CST and closes on 07/30 at 11:55 p.m. CST. You must complete both examinations before 11:55 p.m. CST on the respective closing dates.

### Grading Criteria Rubric and Conversion

Required Activity		Quantity	Points	Total
Orientation	(3%)	2	7.5	15
Meet & Greet Discussion Forum	(1%)	1	5	5
Group Discussion Forums	(12%)	3	20	60
SmartBook Activities	(16%)	8	10	80
Quizzes	(24%)	6	20	120
Homework Assignments	(24%)	6	20	120
Exams	(20%)	2	50	100
Total				500

Point Range	Letter Grade
500-450	A
449-400	B
399-350	C
349-300	D
299-0	F

## **Posting of Grades**

All grades will be posted in Canvas as synced from Connect, save the discussion forum assignment, and students can monitor their progress in the course using the Canvas Portal. To ensure timely syncing between Connect and Canvas, you must use your Warrior email address for Connect registration. Furthermore, you must access all Connect Orientation, SmartBook Activities, Quizzes, Homework Assignments, and Examinations via the A&M-Central Texas Canvas Learning Management System versus accessing those above directly in Connect.

## **Grading Policies**

All assignments must be submitted before the posted deadline. No late assignments will be accepted.

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## COURSE OUTLINE AND CALENDAR

### Complete Course Calendar

Week	Dates	Learning Materials	Deliverables
1	06/07 - 06/13	Read Syllabus Thoroughly Chapter 1 Textbook Chapter 2 Textbook Chapter 1 PPTs/Lecture Materials Chapter 2 PPTs/Lecture Materials	Meet & Greet Discussion Forum Connect Orientation Videos SmartBook 2.0 - Student Orientation SmartBook Activity #1 Quiz #1 Homework Assignment #1
2	06/14 - 06/20	Chapter 3 Textbook Chapter 4 Textbook Chapter 3 PPTs/Lecture Materials Chapter 4 PPTs/Lecture Materials	SmartBook Activity #2 Quiz #2 Homework Assignment #2 Group Discussion Forum #1
3	06/21 - 06/27	Chapter 5 Textbook Chapter 6 Textbook Chapter 5 PPTs/Lecture Materials Chapter 6 PPTs/Lecture Materials	SmartBook Activity #3 Quiz #3 Homework Assignment #3
4	06/28 - 07/04	Chapter 7 Textbook Chapter 7 PPTs/Lecture Materials	SmartBook Activity #4 Midterm Examination Group Discussion Forum #2
5	07/05 - 07/11	Chapter 8 Textbook Chapter 8 PPTs/Lecture Materials	SmartBook Activity #5 Quiz #4 Homework Assignment #4
6	07/12 - 07/18	Chapter 9 Textbook Chapter 10 Textbook Chapter 9 PPTs/Lecture Materials Chapter 10 PPTs/Lecture Materials	SmartBook Activity #6 Quiz #5 Homework Assignment #5 Group Discussion Forum #3
7	07/19 - 07/25	Chapter 11 Textbook Chapter 12 Textbook Chapter 11 PPTs/Lecture Materials Chapter 12 PPTs/Lecture Materials	SmartBook Activity #7 Quiz #6 Homework Assignment #6
8	07/26 - 07/30	Chapter 13 Textbook Chapter 13 PPTs/Lecture Materials	SmartBook Activity #8 Final Examination

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### **Important University Dates**

Please see the attached link for the A&M-Central Texas Academic Calendars, which track important deadlines and dates for the school year and semesters: <https://www.tamuct.edu/registrar/academic-calendar.html>

### **TECHNOLOGY REQUIREMENTS AND SUPPORT**

This course will use Microsoft Office 365 software, specifically Excel. As a University student, you can download the software at no cost. Please access this University link for download instructions: <https://tamuct.onecampus.com/task/all/office365-software>

MAC users beware – not all options described in the book are the same for MAC versions. It is recommended you set up an MS Windows environment on your MAC and run a Windows version of Excel.

This course uses Frontline Solvers Analytic Solver, an Excel add-in software. There is a \$25 cost associated with the software. You will be provided detailed instructions, in advance of the course start date, on how you can obtain and download Analytic Solver separate and apart from this syllabus.

#### **Technology Requirements**

This course will use the A&M-Central Texas Instructure Canvas learning management system. **We strongly recommend the latest versions of Chrome or Firefox browsers. Canvas no longer supports any version of Internet Explorer.**

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.

#### **ONLINE PROCTORED TESTING**

A&M-Central Texas uses Proctorio for online identity verification and proctored testing. This service is provided at no direct cost to students. If the course requires identity verification or proctored testing, the technology requirements are: Any computer meeting the minimum computing requirements, plus web camera, speaker, and microphone (or headset). Proctorio also requires the Chrome web browser with its custom plug-in.

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## 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](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.*

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## UNIVERSITY RESOURCES, PROCEDURES, AND GUIDELINES

### Drop Policy

If you discover that you need to drop this class, you must complete the [Drop Request](#) Dynamic Form through Warrior Web.

[<https://dynamicforms.ngwebsolutions.com/casAuthentication.ashx?InstID=eaed95b9-f2be-45f3-a37d-46928168bc10&targetUrl=https%3A%2F%2Fdynamicforms.ngwebsolutions.com%2FSubmit%2FForm%2FStart%2F53b8369e-0502-4f36-be43-f02a4202f612>].

Faculty 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. Once you submit the completed 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 a 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. Any deviation by students from this expectation may result in a failing grade for the assignment and potentially a failing grade for the course. All academic misconduct concerns will be referred to the Office of Student Conduct. 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://www.tamuct.edu/student-affairs/student-conduct.html>].

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](https://cm.maxient.com/reportingform.php?TAMUCentralTexas&layout_id=0)].

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## **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](https://tamuct.instructure.com/courses/717) Canvas page (log-in required) [https://tamuct.instructure.com/courses/717]

## **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 [Student Affairs](https://www.tamuct.edu/student-affairs/pregnant-and-parenting-students.html) [https://www.tamuct.edu/student-affairs/pregnant-and-parenting-students.html]. Students may also contact the institution's Title IX Coordinator. If you would like to read more about these [requirements and guidelines](http://www2.ed.gov/about/offices/list/ocr/docs/pregnancy.pdf) 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, on a remote online basis. Visit the Academic Support Community in Canvas to view schedules and contact information. Subjects tutored on campus include Accounting, Advanced Math, Biology, Finance, Statistics, Mathematics, and Study Skills. Student success coaching is available online upon request.

If you have a question regarding tutor schedules, need to schedule a tutoring session, are interested in becoming a tutor, success coaching, or have any other question, contact Academic Support Programs at (254) 501-5836, visit the Office of Student Success at 212F Warrior Hall, or by emailing [studentsuccess@tamuct.edu](mailto:studentsuccess@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 online tutoring support at no additional cost. This tool provides tutoring in over 40 subject areas except writing support. Access Tutor.com through Canvas.

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## University Writing Center

University Writing Center: The University Writing Center (UWC) at Texas A&M University–Central Texas (TAMUCT) is a free service open to all TAMUCT students. For the Summer 2021 semester, all services will be online as a result of the COVID-19 pandemic. The hours of operation are from 10:00 a.m.-4:00 p.m. Monday thru Thursday with satellite hours Monday thru Thursday from 6:00-9:00 p.m. The UWC is also offering hours from 12:00-3:00 p.m. on Saturdays.

Tutors are prepared to help writers of all levels and abilities at any stage of the writing process. 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. While tutors will not write, edit, or grade papers, they will assist students in developing more effective composing practices. 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-to-one session with a trained and experienced writing tutor 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) 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 400,000 eBooks and 82,000 journals, in addition to the 96,000 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 virtually through WebEx, Microsoft Teams 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 workspaces, 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](#).

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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 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 Wellness and 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/compliance/titleix.html) [https://www.tamuct.edu/compliance/titleix.html].

### **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, please make a referral to the Behavioral Intervention Team. Referring your concern shows you care. You can complete the [referral](https://cm.maxient.com/reportingform.php?TAMUCentralTexas&layout_id=2) online [https://cm.maxient.com/reportingform.php?TAMUCentralTexas&layout\_id=2].

Anonymous referrals are accepted. Please see the [Behavioral Intervention Team](https://www.tamuct.edu/student-affairs/bat.html) 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.

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## **OTHER POLICIES**

The instructor reserves the right to modify the course syllabus during the semester for the benefit of the students.

The instructor reserves the right to supplement materials presented in the text with additional course material that may help the students better understand a topic(s).

### **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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