

BA513 – Information Technology and Data Analytics
Course Syllabus – Spring-2nd Bi-Term 2018
Online

Dr. Phillip D. Coleman

Office: Grise Hall 219

Phone: (270)745-6982

Email: phillip.coleman@wku.edu*

Course Website: <https://blackboard.wku.edu>

Office Hours

Monday - Friday by Appointment

*I will respond to email within 24 hours, Monday-Friday. I will NOT respond to emails on Saturday afternoon – Monday Morning.

COURSE OBJECTIVES

Overview: This course is designed to introduce students to management issues related to information

technology and data analytics as it is being practiced in organizations today. Topics include:

- using analytics to develop competitive strategies,
- using analytics to change organizational processes,
- applying knowledge gained from data analysis to business strategies and directions,
- translating the knowledge acquired through data analysis to executive-level language,
- knowledge sharing, knowledge management, and
- social, political and ethical issues associated with information technology and data analytics.

MODE OF INSTRUCTION

This course is delivered in an online format. Because this class contains a significant number of online assignments, it will be necessary for students to have access to reliable Internet connections and Microsoft Office 2013+ plus other Microsoft components. Students will not have access to Dreamspark accounts. The online portion of the class is available at the following website: <https://blackboard.wku.edu>.

REQUIRED COURSE MATERIALS

Knaflitz, C. N., "Storytelling with Data: A Data Visualization Guide for Business Professionals", 2015, ISBN: 978-1-119-00225-3

Tableau Software – Education Version

- ★ Computer w/Microsoft Office and Programs as assigned.
- ★ Regular access to a computer with high-speed Internet
- ★ Screencast O Matic – Get the free version!
- ★ WKU email and Blackboard accounts
- ★ Access to Microsoft Office Excel, Access, & PowerPoint).

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Gordon Ford College of Business

PURCHASING TEXTBOOKS

You can purchase your textbooks through the WKU bookstore or you can purchase each from the publisher, Amazon, etc. If you decide to wait until the last minute to purchase your textbooks, then you will miss many assignments. This is a fast-moving class.

ASSURANCE OF LEARNING

Critical Thinking - Students will demonstrate the ability to solve problems through critical, reflective, and integrative thinking. Specifically they should be able to: (1) identify various approaches to defining business problems, (2) recognize the impact of various influences on potential solutions to business problems, (3) identify alternative solutions to business problems, recognizing the impact on a variety of stakeholders and (4) demonstrate the ability to make sound decisions based on evaluating the pros and cons and then selecting an alternative and documenting the rationale for selection.

Student Use of Technology - Students will demonstrate the ability to strategically employ information technology. Competency in current technology encompasses the ability to use information technology when undertaking business decisions. The specific skills include: (1) navigating the Internet, (3) collecting and analyzing data using spreadsheets, (4) understanding the purpose and design of a database, and (5) presenting ideas using presentation software.

GRADING AND EVALUATION PROCEDURES

Category	Number	Points Each	Total Points	Grading Scale
Discussion Board	7	40	280	A: 900-1010 B: 800-899.9 C: 700-799.9 D: 600-699.9 F: 0-599
Individual Labs	6	55	330	
Team Lab	1	250	250	
Book Review	1	150	150	
Total			1010	

Competitive Grading & Grades: Because this is a graduate class I exercise competitive grading for all assignments. Also, there is not a de facto "A" or "B" in this class. You are expected to earn every point and each grade will be based on the merit of the assignment.

ASSIGNMENTS

Discussion Question Answers and Participation Requirements: You will be required to communicate weekly with the other students in this class. Please answer the discussion question by Tuesday of each week with a minimum of 200 words, references, and make responses to the

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Gordon Ford College of Business

other students at least 4 other times during that week. Do not try and cram all posts in one day! Spread this out so that you will have a week of discussion. These responses should be substantive and contribute to the conversation. I expect you all to engage in conversation much like you would if you were in class. Warning – minimal responses earn minimal points. I will not accept responses like, "Good post" or "I see your point." In other words I expect you all to have an engaging conversation and your post should add to the depth and breadth of the conversation.

Team Lab: Instructions for the team lab will be provided well ahead of time and will require one of the Microsoft Office components as well as Tableau.

Book Review: You will be required to provide a book review. This will suffice as part of your final exam. More specifics will be provided on Blackboard.

DUE DATES AND ASSIGNMENT AVAILABILITY

Please pay particular attention to all due dates/times on the class calendar and plan accordingly. Late assignments will NOT be accepted. With that said, I have setup due dates/times that are found on the schedule.

ACADEMIC HONESTY

Honesty in all you do for this course is assumed and expected. No form of academic dishonesty (cheating, copying assignments, plagiarism, forgery, etc.) will be tolerated. The first offense will result in an F for the class and possible expulsion from the college of business. There are no exceptions or do-overs.

SPECIAL ACCOMMODATIONS FOR STUDENTS WITH DISABILITIES

In compliance with university policy, students with disabilities who require academic and/or auxiliary accommodations for this course must contact the Office for Student Disability Services in Downing University Center, A-200. The phone number is 270-745-5004. Please DO NOT request accommodations directly from the professor or instructor without a letter of accommodation from the Office for Student Disability Services. Please understand that this is a negotiation between you and me as all requests cannot be honored.

EMAIL AND BLACKBOARD AS OFFICIAL MEANS OF COMMUNICATION

Each student must have a WKU email address and Blackboard account for class participation. Email and Blackboard are considered official communication tools of this class. Thus, announcements and reminders are posted/sent frequently and will be sent only to official WKU email addresses. If you use a different email package at home, please ensure that your WKU email is forwarded correctly. It is your responsibility to check WKU email and Blackboard regularly and to be aware of all class reminders and announcements. Also, when you contact me via e-mail, make sure that you include CIS243 as well as your last name in the subject line of the e-mail.

ADDITIONAL COURSE POLICIES

1. The professor reserves the right to make changes to the syllabus or schedule as necessary; it is your responsibility to be aware of these changes.
2. Grades will be posted promptly on Blackboard after each assignment or assessment has been completed. Grades may be contested for **only 5 days** after they are posted.
3. It is your responsibility to be familiar with the academic calendar as posted on the WKU website http://www.wku.edu/Dept/Support/AcadAffairs/Registrar/acad_calendar.htm
4. Exceptions will not be made regarding late adds, drops, or final exam conflicts.

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Gordon Ford College of Business

5. Incompletes and deadline extensions will **not** be allowed in this course except in rare medical emergencies.
6. Schedule exceptions are **not** allowed under any circumstances.
7. Problems with Blackboard should immediately be reported to Information Technology Services at (270)745-7000.

COURSE SCHEDULE

Please see the course schedule on Blackboard for all due dates. Be aware that the course schedule is tentative and subject to change at the discretion of the professor. Refer regularly to the electronic schedule posted on Blackboard (not a printed copy) for the most up-to-date class information. Also, note that your assignment due date/time is listed below the date on the calendar.