

## Business Data Analytics (BDAN-310)

### Course Syllabus

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- **Professor:** Dr. Leyla Zhuhadar
- **Office:** Grise Hall, Office # 226
- **Phone:** (270) 745-8774
- **Email:** [leyla.zhuhadar@wku.edu](mailto:leyla.zhuhadar@wku.edu)\*
- **Office Hours:** Monday through Thursday by appointment
- **Course Website:** <https://blackboard.wku.edu>

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### LEARNING OBJECTIVES

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This course is designed to focus on how to model and computationally analyze business-oriented data. Emphasis will be placed on mapping the technical structure of a business problem and processes to different information systems to process and analyze the problem. The ability to use computational analysis to analyze data is an important skill that is being demanded by business today, especially in the businesses WKU students serve. This course plays a key role in the Business Data Analytics curriculum by covering the basic elements of appropriate data collection and cleaning from databases, business problem modeling and computational analysis, and applying the results to make intelligent business decisions.

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### LEARNING OUTCOMES

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*By the end of the semester, student should be able to*

- Critically and creatively identifying which types of tools are better in answering specific business questions.
- Know what information is needed for a specific decision-making situation and how to convey it in an easy-to-understand manner within a specific Business Intelligence report.
- Draw conclusions by answering specific questions using data visualization and conducting analytics.

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### COURSE PREREQUISITE

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1. CIS-243
2. Before attending this course, you should be acquainted with Microsoft Windows and Windows-based software. In addition, you should have at least an introductory-level familiarity with basic statistics.
3. Access to **a personal computer** with **Microsoft Excel 2016**. These exercises are explained in Excel for PC Computer.

**Very Important:** In case you use a Mac Computer, you will have difficulty following the hands-on activities as illustrated in this course for *Microsoft Excel 2016* and you will not be able to install *Microsoft Power BI Desktop*. Therefore, make sure to have an access to a PC Computer to do your assignment during the semester.

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### TEXTBOOK

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Textbook is **not required!** However, detailed direction regarding the course content will be available via Blackboard including and not limited to:

- Video Lectures
- Course Notes
- Assignments, and
- Exams

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### GRADING AND EVALUATION PROCEDURE

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Category	Number	Points Each	Total Points	Grading Scale
Exercises	20	20	400	A: 900-1000
Midterm Exam	1	300	300	B: 800-899
Final Exam	1	300	300	C: 700-799
		Total	1000	D: 600-699
				F: 0-599

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### ACADEMIC HONESTY

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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 a 0 on the assignment along with the loss of an overall letter grade for this class. The second offense will result in an automatic F for the course and possible expulsion from the college of business.

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### EMAIL AND BLACKBOARD AS MEANS OF COMMUNICATION

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**Very Important:** Each student must have a WKU email address and Blackboard accounts 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 account, 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 **BDAN 310** as well as your **last name** in the **subject line of the e-mail**.

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### ADDITIONAL COURSE POLICIES

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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.

- 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.**
- It is your responsibility to be familiar with the academic calendar as posted on the WKU website [https://www.wku.edu/registrar/academic\\_calendars/acadcal\\_20172018.php](https://www.wku.edu/registrar/academic_calendars/acadcal_20172018.php)
- Exceptions will not be made regarding final exam conflicts.
- Problems with Blackboard should immediately be reported to Information Technology Services at (270) 745-7000.
- Exams (Mid-term Exam & Final Exam) **are proctored through DELO Testing Center:** <https://www.wku.edu/testing/>
- Information about how to register for these exams will be provided, at least, two weeks in advance before each exam. Also, you will have **a window of a week to pick the best day/time (for you) to take each exam.**

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### SPECIAL ACCOMMODATION

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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. Western Kentucky University (WKU) is committed to supporting faculty, staff and students by upholding WKU's Title IX Sexual Misconduct/Assault Policy (#0.2070) at <https://wku.edu/eoo/documents/titleix/wkutitleixpolicyandgrievanceprocedure.pdf> and Discrimination and Harassment Policy (#0.2040) at [https://wku.edu/policies/hr\\_policies/2040\\_discrimination\\_harassment\\_policy.pdf](https://wku.edu/policies/hr_policies/2040_discrimination_harassment_policy.pdf). Under these policies, discrimination, harassment and/or sexual misconduct based on sex/gender are prohibited. If you experience an incident of sex/gender-based discrimination, harassment and/or sexual misconduct, you are encouraged to report it to the Title IX Coordinator, Andrea Anderson, 270-745-5398 or Title IX Investigators, Michael Crowe, 270-745-5429 or Joshua Hayes, 270-745-5121.