

BDAN 310: Business Data Analytics

Summer 2019

Online (Section M70)

Dr. Lily Popova Zhuhadar ([Dr. Popova](#))

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CLASS MEETINGS

Online

COURSE WEB SITE

We will use [Blackboard](#) and [McGraw Hill Connect](#) for the course homepage. Class notes, assignments, and announcements will be posted on Blackboard (some announcements will also be sent to your WKU e-mail). Students should check Blackboard for updates each day.

DESCRIPTION

Prerequisite(s):

- CIS 243.
- Before attending this course, you should have, at least, an introductory-level familiarity with basic statistics.

LEARNING OBJECTIVES

BDAN 310 specifically meets the following learning objectives as detailed below:

- 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, business problem modeling and computational analysis, and applying the results to make intelligent business decisions.

LEARNING OUTCOMES

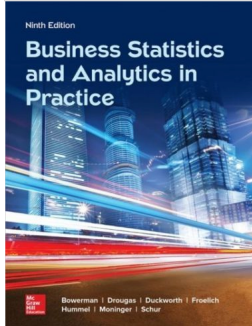
This course provides a conceptual and broad-based introduction to business analytics. It provides future managers with a basic understanding of what data can do in forming business strategy without getting into a taxonomy of models and their statistical properties.

By the end of the semester, a student should be able to:

- Critically and creatively answering specific business data analytics 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.

COURSE MATERIALS

Business Statistics and Analytics in Practice 9th Edition by Bruce Bowerman and Anne M. Drougas and William M. Duckworth and Amy G. Froelich and Ruth M. Hummel and Kyle B. Moninger and Patrick J. Schur



Note that you only need access to McGraw Hill Connect (<https://connect.mheducation.com/paamweb/index.html#/registration/signup/l-zhuhadar-summer-2019-online>) and **not** the actual hard copy of this textbook.

McGraw Hill Connect [ISBN10: 1260200752 | ISBN13: 9781260200751], **which includes the eBook.**

MATERIAL TO BE COVERED

We will cover selected topics from chapters 1 through 10 of the Textbook. We will not necessarily cover topics in the order in which they are presented in the text.

TECHNOLOGY

- A subscription to **McGraw Hill Connect** **is required** (packaged with the eBook or available for purchase online).
- **Each student will need an access** to a personal computer with Microsoft Excel 2016 or 2018.
- **Course ID:** <https://connect.mheducation.com/paamweb/index.html#/registration/signup/l-zhuhadar-summer-2019-online>
- **Each student will need access to JMP Software:** During the second week of the semester, you will have access to a free copy of JMP Software through Blackboard. In addition to a step-by-step direction on how to install JMP on your personal computer.
- **Each student needs regular, reliable internet access.** I strongly suggest that you also have a back-up plan for when your internet access is down. Any equipment problems (including internet outages) will **not** be considered a valid excuse for missing assignments!

ACADEMIC DISHONESTY

- “Students who commit any act of academic dishonesty may receive from the instructor a failing grade in that portion of the coursework in which the act is detected or a failing grade in the course without possibility of withdrawal.”
- Plagiarism will not be tolerated. “To represent written work taken from another source as one's own is plagiarism. Plagiarism is a serious offense. The academic work of a student must be his/her own. One must give any author credit for source material borrowed from him/her. To lift content directly from a source without giving credit is a flagrant act. To present a borrowed passage without reference to the source after having changed a few words is also plagiarism.”
- See <https://www.wku.edu/undergraduatecatalog>.
- Students may help each other on homework assignments, but *individual* work is required on all exams and quizzes.

E-MAIL ETIQUETTE

E-mail will generally be the best way to contact me. During normal business hours, I usually respond to e-mail fairly quickly (unless I am in a meeting/class/etc.). Please keep in mind that I am not as quick to respond to e-mail in the evenings or during the weekends/holidays. Please consider e-mail as a method

of **professional** correspondence. Thus, you should do your best to use correct grammar, punctuation, and capitalization.

GRADED WORK

- **Online Homework (70%):** Homework/Quizzes will be assigned via McGraw Hill Connect but posted on Blackboard. Therefore, you will always need to access Blackboard first, then, to click on a link within Blackboard to direct you to McGraw Hill Connect. Regularly throughout the semester (approximately once or twice weekly). Each assignment is generally open for five days (from Tuesday night, after 8:00 pm, until the following Sunday Midnight). It is your responsibility to access the assignment in adequate time to complete it *before* the due date/time (which will always be on Sunday Midnight.) You will be allowed to attempt some of the homework problems an unlimited number of times.
- **Final Exam (30%):** A comprehensive final exam through DELO Testing Center will be given. You will have the opportunity to **pick a specific day/time** that suits your schedule from the following window of days (**Monday, July 1** to **Friday, July 5**).

Note: Make-up exam will be considered only in extreme (and excused) circumstances. Contact me *before* the exam if you feel that your situation merits a make-up.

GRADEBOOK

Grades will be posted on Blackboard. Please consider the online gradebook as a courtesy to you, subject to errors given various upgrades and shifts in the software. I reserve the right to make gradebook corrections to keep it consistent with the syllabus so that your grade reflects true performance, not software or user error. If you see something that doesn't make sense, please alert me. Your online grade may not reflect dropped quizzes/activities.

Category	Number	Points Each	Total Points	<u>GRADING SCALE</u>
Weekly Assignments (Due by Sunday Midnight)	1. Assignment-1 (Sunday, May 19) 2. Assignment-2 (Sunday, May 26) 3. Assignment-3 (Sunday, June 2) 4. Assignment-4 (Sunday, June 9) 5. Assignment-5 (Sunday, June 16) 6. Assignment-6 (Sunday, June 23) 7. Assignment-7 (Sunday, June 30)	Between 50 & 150 Points	700	A: 900-1000 B: 800-899 C: 700-799 D: 600-699 F: 0-599
Final Exam	1	300	300	
		Total	1000	

COURSE POLICIES

The professor reserves the right to make changes to the syllabus or schedule as necessary; it is the student responsibility to be aware of these changes by periodically checking the syllabus on Blackboard Course Site.

- Grades will be posted promptly on Blackboard after each assignment or quiz has been completed.
- Final Exam **is proctored** through DELO Testing Center: <https://www.wku.edu/testing>. Information about how to register for these exams will be provided, in advance, before each

- exam.
- Problems with Blackboard should immediately be reported to the Information Technology Services at (270) 745-7000.

IMPORTANT DATES

For more details about the academic calendar, refer to

https://www.wku.edu/registrar/academic_calendars/acadcal2018_2019.pdf

TUTORING

1. STUDENT SUCCESS TUTORING CENTER

If you need to refresh your knowledge on topics (closely related to this course) pertaining to some courses you have taken previously, such as:

- Excel Skills for MGT 314 or/and
- Economics 206 or/and
- Economics 303 or/and
- Economics 306/307

All you need to do is to schedule an appointment for a free tutoring at the GFCB Student Success Tutoring by visiting this Website: <https://www.wku.edu/business/tutoring>.

2. LEARNING CENTER

The Learning Center (DSU A330) provides **free** supplemental education programs for all currently enrolled WKU students. For more information, or to schedule a tutoring appointment, please call TLC at (270) 745- 6254 or log on to their website at www.wku.edu/tlc.

ADA ACCOMMODATIONS

In compliance with University policy, students with disabilities who require academic and/or auxiliary accommodations for this course must contact the Student Accessibility Resource Center located in Downing Student Union, 1074. SARC can be reached by phone number at 270-745-5004 [270-745-3030 TTY] or via email at sarc.connect@wku.edu . Please do not request accommodations directly from the professor or instructor without a faculty notification letter (FNL) from The Student Accessibility Resource Center.

TITLE IX MISCONDUCT/ASSAULT STATEMENT

- 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.
- 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.
- Please note that while you may report an incident of sex/gender-based discrimination, harassment and/or sexual misconduct to a faculty member, WKU faculty are "Responsible Employees" of the University and MUST report what you share to WKU's Title IX Coordinator or Title IX Investigator. If you would like to speak with someone who may be able to afford you confidentiality, you may contact WKU's Counseling and Testing Center at 270- 745-3159.

McGraw Hill Connect Registration

McGraw Hill Connect is an interactive website where you can:

- Self-test & work through practice exercises with step-by-step help to improve your business data Analytics skills.
- Study more efficiently with a personalized study plan and exercises that match your book by using **Learn Smart Adaptive Learning Technology**.
- Get help when YOU need it. **Connect** includes multimedia learning aids, videos, animations, and live tutorial help.

DATES

- **Enrollment** in the course on **McGraw Hill Connect** is available starting on **May 13**.

STUDENT REGISTRATION

First, watch the following Video to learn **How to Register to Connect through Blackboard!**

Note

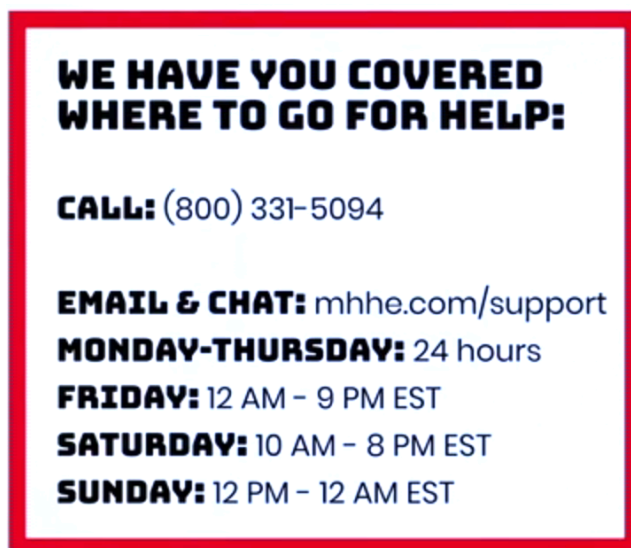
- In this course, you are not going to access **McGraw Hill Connect** directly from McGraw Hill's Website, but actually you are going to access it **through Blackboard**. Be aware that if you accessed **McGraw Hill Connect** directly, your grade will not be posted on Blackboard and you might face some technical issues later during the semester. Therefore, make sure to start by watching the below video.
- Now! In case, you **did purchase** your **McGraw Hill Connect Access Code** from the WKU Bookstore or Online, this Video will also explain to you How & Where to enter this code.
- On the other hand, if you **did not** purchase the **McGraw Hill Connect Access Code**, this video will also explain to you how get a temporary free access (two weeks) to **McGraw Hill Connect** before you make the actual purchase.
- Finally, when you decide to make the purchase, the video also will explain to you how to upgrade, anytime, your temporary-license to a full-license.



Link to this video is available at: <https://vimeo.com/281874654>

NEED SOME TECHNICAL HELP WITH MCGRAW HILL CONNECT?

Contact Product Support for live CHAT, email, or phone support.



Final Tips

COMPLETING ASSIGNMENTS

- This class will contain material that builds on previous material covered, **so DO NOT FALL BEHIND!** If you do not do the homework, you will find the quizzes AND exams very difficult. If you are having trouble with a topic covered, email me or come to see me as soon as problems arise (i.e., not the day before the exam or the day an assignment is due).
- Always start assignments on the day they are assigned! *The **due date** is not the same thing as the **do date!***
- All online homework assignments will be posted in “Blackboard”.
- Some homework problems allow for an infinite number of attempts. When this is **not** the case, an instructor note will pop up, letting you know how many attempts you have for that question.
- I *strongly* suggest that you write out any work you do while completing homework assignments. It is a good habit to have while doing the homework. Also, this allows for easy review of your work when you are studying quizzes and exams.

GETTING HELP WITH ASSIGNMENTS

- Each homework problem will have a variety of help links. Some will allow you to view an “Animation” or “Video” about the topic at hand. The “Textbook” link will take you to the section of the eBook that covers the material about which you are being asked.
- All assignments are due at **11:59 PM on a Sunday of a specified date**. Please note that just because you send Dr. Popova Zhuhadar an email with questions before that time (such as 8:00 PM that night), that does not mean that you will get a reply before the assignment is due.