

Course ID:	Course Title:	Winter 2021
BUS 372	Data Analysis for Business	Prerequisite: BUS 272
		Credits: 3

Class Information		Instructor Information		Important Dates	
Lecture: Delivery: Time: Room:	Mondays In-class 1:00 – 4:00 p.m. A1085-2	Instructor:	Dr. Randy Poon, PhD	First day of classes:	Monday, January 11
		Email:	rpoon@ambrose.edu	Last day to add/drop, or change to audit:	Sunday, January 24
Tutorial: Delivery: Time: Room:	Wednesdays In-class 3:15 – 4:30 p.m. A2133	Phone:	(587) 893-4730	Last day to request revised exam:	Monday, March 8
		Office:	L2052	Last day to withdraw from course:	Friday, March 19
Final Exam:	No final exam	Office Hours:	By appointment	Last day to apply for course work extension:	Monday, March 29
				Last day of classes:	Friday, April 16

Course Description

An introduction to business analytics through the use of data analysis techniques and tools to make data-driven business decisions. Students will think critically about business problems and learn how to build basic predictive models using spreadsheet software. The focus will be on the practical use of analytical tools. Instruction will consist of lecture and tutorials.

Expected Learning Outcomes

- Gain knowledge of data analysis tools and techniques
- Translate business problems to predictive models using spreadsheet software

Textbooks and Additional Resources

For the most part, we will be using the same textbook as we did in BUS 272 (listed below). Once again, you will need MindTap access. Note: you should have continued access to MindTap from the BUS 272 course offered during Fall 2020.

The MindTap link to this course is: <https://login.nelsonbrain.com/course/MTPPMBQQJ4J9>

The course key is: MTPP-MBQQ-J4J9

Carey, P. (2020). *New Perspectives Microsoft Office 365 & Excel 2019 Comprehensive*, Boston, MA: Cengage Learning.

- While you should not need to purchase MindTap access again, the link to purchase the E-Book and MindTap access (\$99.95) is <https://www.cengage.ca/shop/isbn/9780357042687>
- Note: if you are having issues accessing MindTap, please notify me before repurchasing MindTap access.

Additional resource:

We will also be drawing upon examples and problem sets from the following book. I will be uploading small portions of this book into Moodle. For those who would like the book for their own, it is a worthwhile purchase and resource.

Winston, W. L. (2019). *Microsoft Excel data analysis and business modelling*, (6th ed.). Redmond, WA: Microsoft Press.

Course Schedule

Note: This schedule is a guideline for how we will progress through the course. We may need to spend more time on certain areas.

Week of:

January 11	Reviewing and Practicing Excel Functions
January 18	Solver Review and Additional Application Part 1 <ul style="list-style-type: none">• Optimal product mix (Winston, Chapter 30)• Scheduling workforce (Winston, Chapter 31)• Transportation or distribution problems (Winston, Chapter 32)
January 25	Module 9: Exploring Financial Tools and Functions
February 1	Module 9: Exploring Financial Tools and Functions
February 8	Solver Review and Additional Application Part 2 <ul style="list-style-type: none">• Capital budgeting (Winston, Chapter 33)• Financial planning (Winston, Chapter 34)
February 15	Reading Week (no classes)
February 22	PivotTable Review and Additional Application (Winston, Chapter 45)
March 1	Module 10: Analyzing Data with Business Intelligence Tools – Note: requires Windows-based Excel
March 8	Module 10: Analyzing Data with Business Intelligence Tools – Note: requires Windows-based Excel
March 15	Shaping and Transforming Data <ul style="list-style-type: none">○ Note: requires Windows-based Excel
March 22	Module 11: Exploring PivotTable Design
March 29	Module 12: Developing an Excel Application – Note: requires Windows-based Excel
April 5	Easter Monday (no class) – Note: there WILL be a tutorial on April 7
April 12	Module 12: Developing an Excel Application – Note: requires Windows-based Excel

Course Requirements and Assessments:

MindTap Assignments and Exams – 68%

Module 9 – 16%

- End of Module Project 1 worth 1.67%
- End of Module SAM Projects B and C each worth 1.67%
- Module 9 SAM Exam is worth 3%
- Case Problem 9-3 (pg. 9-62) is worth 4% (note: use Moodle for all Case Problems)
- Case Problem 9-4 (pg. 9-63) is worth 4%

Module 10 – 16%

- End of Module Project 1 worth 1.67%
- End of Module SAM Projects B and C each worth 1.67%
- Module 10 SAM Exam is worth 3%
- Case Problem 10-3 (pg. 10-69) is worth 4%
- Case Problem 10-4 (pg. 10-71) is worth 4%

Module 11 – 16%

- End of Module Project 1 worth 1.67%
- End of Module SAM Projects B and C each worth 1.67%
- Module 11 SAM Exam is worth 3%
- Case Problem 11-3 (pg. 11-69) is worth 4%
- Case Problem 11-4 (pg. 11-71) is worth 4%

Module 12 – 16%

- End of Module Project 1 worth 1.67%
- End of Module SAM Projects B and C each worth 1.67%
- Module 4 SAM Exam is worth 3%
- Case Problem 12-3 (pg. 12-59) is worth 4%
- Case Problem 12-4 (pg. 12-60) is worth 4%

Modules 9-12 Capstone – 4%

Additional Assignments – 32%

Each of these additional assignments is worth 8%

- Solver Part 1 Assignment (optimal product mix, scheduling, transportation/distribution)
- Solver Part 2 Assignment (capital budgeting, financial planning)
- Pivot Tables Assignment

Each of these additional assignments is worth 4%

- Data Model Assignment
- Power Pivot Assignment

Attendance:

Attendance at all classes and tutorials is expected. This course covers a lot of material and missing class could result in falling behind.

Grade Summary:

The available letters for course grades are as follows:

% Grade	Letter Grade	
95% to 100%	A+	
90% to 94%	A	Excellent
85% to 89%	A-	
80% to 84%	B+	
76% to 79%	B	Good
72% to 75%	B-	
68% to 71%	C+	
64% to 67%	C	Satisfactory
60% to 63%	C-	
55% to 59%	D+	
50% to 54%	D	Minimal Pass
0% to 49%	F	Failure

Because of the nature of the Alpha 4.00 system, there can be no uniform University-wide conversion scale. The relationship between raw scores (e.g. percentages) and the resultant letter grade will depend on the nature of the course and the instructor's assessment of the level of each class, compared to similar classes taught previously.

Please note that final grades will be available on student registration system. Printed grade sheets are not mailed out.

Ambrose University Academic Policies:

Communication

All students have received an Ambrose e-mail account upon registration. It is the student's responsibility to check this account regularly as the Ambrose email system will be the professor's instrument for notifying students of important matters (cancelled class sessions, extensions, requested appointments, etc.) between class sessions. If students do not wish to use their Ambrose accounts, they will need to forward all messages from the Ambrose account to another personal account.

Registration

During the **Registration Revision Period** students may enter a course without permission, change the designation of any class from credit to audit and /or voluntary withdraw from a course without financial or academic penalty or record. Courses should be added or dropped on the student portal by the deadline date; please consult the List of Important Dates. After that date, the original status remains and the student is responsible for related fees.

Students intending to withdraw from a course after the Registration Revision Period must apply to the Office of the Registrar by submitting a "Request to Withdraw from a Course" form or by sending an email to the Registrar's Office by the **Withdrawal Deadline**; please consult the List of Important Dates on the my.ambrose.edu website. Students will not receive a tuition refund for courses from which they withdraw after the Registration Revision period. A grade of "W" will appear on their transcript.

Students wishing to withdraw from a course, but who fail to do so by the applicable date, will receive the grade earned in accordance with the course syllabus. A student obliged to withdraw from a course after the Withdrawal Deadline because of health or other reasons may apply to the Registrar for special consideration.

Exam Scheduling

Students, who find a conflict in their exam schedule must submit a Revised Examination Request form to the Registrar's Office by the deadline date; please consult the List of Important Dates. Requests will be considered for the following reasons only: 1) the scheduled final examination slot conflicts with another exam; 2) the student has three final exams within three consecutive exam time blocks; 3) the scheduled final exam slot conflicts with an exam at another institution; 4) extenuating circumstances. Travel is not considered a valid excuse for re-scheduling or missing a final exam.

Electronic Etiquette

Students are expected to treat their instructor, guest speakers, and fellow students with respect. It is disruptive to the learning goals of a course or seminar and disrespectful to fellow students and the instructor to use electronics for purposes unrelated to the course during a class session. Turn off all cell phones and other electronic devices during class. Laptops should be used for class-related purposes only. Do not use iPods, MP3 players, or headphones. Do not text, read, or send personal emails, go on Facebook or other social networks, search the internet, or play computer games during class. Some professors will not allow the use of any electronic devices in class. The professor has the right to disallow the student to use a

laptop in future lectures and/or to ask a student to withdraw from the session if s/he does not comply with this policy. Repeat offenders will be directed to the Dean. If you are expecting communication due to an emergency, please speak with the professor before the class begins.

Academic Policies

It is the responsibility of all students to become familiar with and adhere to academic policies as stated in the Academic Calendar. Personal information (information about an individual that may be used to identify that individual) may be required as part of taking this class. Any information collected will only be used and disclosed for the purpose for which the collection was intended. For further information contact the Privacy Compliance Officer at privacy@ambrose.edu.

Extensions

Although extensions to coursework in the semester are at the discretion of the instructor, students may not turn in coursework for evaluation after the last day of the scheduled final examination period unless they have received permission for a course Extension from the Registrar's Office. Requests for course extensions or alternative examination time must be submitted to the Registrar's Office by the deadline date; please consult the List of Important Dates. Course extensions are only granted for serious issues that arise "due to circumstances beyond the student's control."

Appeal of Grade

An appeal for change of grade on any course work must be made to the course instructor within one week of receiving notification of the grade. An appeal for change of final grade must be submitted to the Registrar's Office in writing and providing the basis for appeal within 30 days of receiving notification of the final grade, providing the basis for appeal. A review fee of \$50.00 must accompany the appeal. If the appeal is sustained, the fee will be refunded.

Academic Integrity

We are committed to fostering personal integrity and will not overlook breaches of integrity such as plagiarism and cheating. Academic dishonesty is taken seriously at Ambrose University as it undermines our academic standards and affects the integrity of each member of our learning community. Any attempt to obtain credit for academic work through fraudulent, deceptive, or dishonest means is academic dishonesty. Plagiarism involves presenting someone else's ideas, words, or work as one's own. Plagiarism is fraud and theft, but plagiarism can also occur by accident when a student fails or forgets to acknowledge to another person's ideas or words. Plagiarism and cheating can result in a failing grade for an assignment, for the course, or immediate dismissal from the university college. Students are expected to be familiar with the policies in the current Academic Calendar that deal with plagiarism, cheating, and the penalties and procedures for dealing with these matters. All cases of academic dishonesty are reported to the Academic Dean and become part of the student's permanent record.

Note: Students are strongly advised to retain this syllabus for their records.