

<b>Course ID:</b>	<b>Course Title:</b>	<b>Winter 2017</b>
<b>BUS 372</b>	<b>Data Analysis for Business</b>	<b>Prerequisite:</b> MA 110, ACC 200
		<b>Credits:</b> <b>3</b>

Class Information		Instructor Information		Important Dates	
<b>Days:</b>	Tuesdays and Thursdays	<b>Instructor:</b>	Sara Jimenez, CPA, CA, CFF, CFE	<b>First day of classes:</b>	Wed., Jan 4, 2017
<b>Time:</b>	9:45 to 11:00am	<b>Email:</b>	Sara.jimenez@ambrose.edu	<b>Last day to add/drop, or change to audit:</b>	Sun, Jan. 15, 2017
<b>Room:</b>	A2212	<b>Phone:</b>		<b>Last day to request revised exam:</b>	Mon, Mar. 6, 2017
<b>Lab/Tutorial:</b>	N/A	<b>Office:</b>		<b>Last day to withdraw from course:</b>	Fri, Mar. 17, 2017
		<b>Office Hours:</b>		<b>Last day to apply for coursework extension:</b>	Mon, Mar. 29, 2017
<b>Final Exam:</b>	April 20 <sup>th</sup> - 9am Room A2141			<b>Last day of classes:</b>	Tue, April 11, 2017

### 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

Microsoft Excel Data Analysis and Business Modelling, 5<sup>th</sup> Edition  
ISBN-13: 978-150-93042-19

## Course Schedule

January 10<sup>th</sup> - Introduction to Course and Data Analysis for Business (including fields of use)  
January 12<sup>th</sup> and 17<sup>th</sup> - Introduction to Modelling and Basic Excel Functions (Chapters 2 through 7)  
January 19<sup>th</sup> and 24<sup>th</sup> - Evaluating Investments (Chapters 8 through 10)  
January 31<sup>st</sup> and February 2<sup>nd</sup> - Auditing and Sensitivity Analysis (Chapters 16 through 19)  
February 7<sup>th</sup> through 16<sup>th</sup> - Analytics and the Excel Solver (Chapters 28 through 38)  
February 28<sup>th</sup> through March 7<sup>th</sup> - Presentations  
March 9<sup>th</sup> and 14<sup>th</sup> - Validating and Summarizing Data (Chapters 40 through 45)  
March 16<sup>th</sup> and 21<sup>st</sup> - Forecasting and Probabilities (Chapters 62 through 66)  
March 23<sup>rd</sup> and 28<sup>th</sup> - Probabilities and Stocks (Chapters 72 through 79)  
March 30<sup>th</sup> through April 6<sup>th</sup> - Inventory Management and Product Pricing  
April 11<sup>th</sup> - Review

***There are no classes on on January 26<sup>th</sup>, February 21<sup>st</sup> and February 23<sup>rd</sup>***

### Requirements:

#### ***Four Assignments (30 Excel Functions in 30 Days) - 20%***

Using the 30 Excel Functions in 30 Days workbook as a guide, use ONE function in each assignment. Illustrate the use of this formula in a simple example (not the one in the workbook) and explain how you would use this formula in a larger spreadsheet for data analysis purposes. The formulas for INDEX, MATCH, OFFSET and INDIRECT **cannot** be used for an assignment as they will be covered in class material. Please use four different functions, one for each of the four assignment submissions.

Assignments are due in Moodle on the following dates by 12pm on **January 24<sup>th</sup>, February 16<sup>th</sup>, March 16<sup>th</sup>, April 6<sup>th</sup>**

#### ***Quizzes - 20%***

There will be two in-class quizzes on randomly selected dates.

#### ***Team Project - 30%***

Students will work in pairs or groups of three to complete a project looking at data analysis tools other than Excel. Tools can include Excel Add-Ons. Each team will work to complete a presentation of fifteen minutes which will detail what the tool is, how it works, what fields it is used best in, problems it can assist in solving and any other relevant details for the data analysis tool such as cost or ease of use. A demonstration or illustration of the tool is expected in the presentation. Teams will then be faced with questions from other teams on their presentation.

Teams will need to provide the instructor with their partner's name and chosen data analysis tool for approval **no later than January 19<sup>th</sup>**. Presentations will be scheduled to take place on **February 28<sup>th</sup>, March 2<sup>nd</sup> and March 7<sup>th</sup>**. Peer evaluations will be conducted as well as an instructor evaluation of the presentation and response to questions.

#### ***Final Exam - 30%***

A comprehensive final exam will take place made up of multiple choice and written answer questions.

### Attendance:

Attendance at all classes 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:

<b>% Grade</b>	<b>Letter Grade</b>	
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](mailto: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.