

Course ID:	Course Title:	Winter 2019
BUS 372	Data Analysis for Business	Prerequisite: MA 110, ACC 200
		Credits: 3

Class Information		Instructor Information		Important Dates	
Lectures:	Tuesdays and Thursdays	Instructor:	Dr. Randy Poon, PhD	First day of classes:	Thur., Jan. 3, 2019
Time:	9:45 to 11:00 am	Email:	rpoon@ambrose.edu	Last day to add/drop, or change to audit:	Sun., Jan. 13, 2019
Room:	L2084	Cell:	(587) 893-4730	Last day to request revised exam:	Mon., Mar. 11, 2019
Tutorial:	Mondays	Office:	L2055	Last day to withdraw from course:	Fri., Mar 22, 2019
Time:	1:00 to 2:15 pm	Office Hours:	T/TH 12:00 – 1:00 W/F 9:30 – 11:00 or by appointment	Last day to apply for coursework extension:	Fri., Mar. 29, 2019
Room:	A1085-1	Final Exam:	TBD	Last day of classes:	Fri., Apr. 5, 2019

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

Winston, W. L. (2016). *Microsoft Excel data analysis and business modelling*, (5th ed.). Redmond, WA: Microsoft Press.

Raviv, G. (2019). *Collect, combine, and transform data using Power Query in Excel and Power BI*. Redmond, WA: Microsoft Press.

Course Schedule

January 3:	Introduction to Course and Data Analytics
January 7 – 11:	Introduction to Basic Excel Functions
January 14 – 18:	More Excel Functions and Evaluating Investments
January 21 – 25:	Auditing and Sensitivity Analysis
January 28 – February 1:	More Excel Functions, Analytics and Introduction to the Excel Solver
February 4 – 8:	Excel Solver – Linear Optimization
February 11 – 15:	Importing & Validating Data, and Introduction to Pivot Tables
February 18 – 22:	Reading Week
February 25 – March 1:	Data Models and Power Pivot
March 4 – 8:	Introduction to Power Query I
March 11 – 15:	Introduction to Power Query II
March 18 – 22:	Introduction to Power BI I
March 25 – 29:	Introduction to Power BI II
April 1 – 5:	Review

Approach to Tutorial and Lecture Sessions

- Tutorials will be actively used as part of the weekly coverage of a topic
- Introduction of new concepts will take place during any portion of our available time together (sessions), including the tutorial and the two weekly lectures
- Student practice time will also take place throughout the week using exercises from the textbook
 - Solutions for these practice questions will be posted in Moodle a few days after the particular questions are posted
 - Note: you will not be graded on their practice results; however, failure to work on these practice questions will make it extremely difficult for you to pass the quizzes
 - If you are having difficulty with the lecture or practice material, it is your responsibility to notify the instructor
- As such, it is essential that you attend and actively participate in all three weekly sessions

Weekly Format

- **Class 1 (Monday tutorial):** In addition, each week I'll introduce a few concepts and provide you opportunity to practice using these concepts. Three times during the semester (see below) there will be a quiz relating to previous weeks' concepts.
- **Class 2 (Tuesday lecture):** introduce more concepts (including some review of class 1 concepts), practice using both class 2 and class 1 concepts
- **Class 3 (Thursday lecture):** similar to class 3 with introduction of a few more concepts (although fewer than class 2), review of class 1 and 2 concepts, practice with concepts from the week

Schedule and Weighting of Quizzes, Projects, and Exam

- Quiz 1 (45 minutes) will test your proficiency at the various Excel functions we've covered (worth 10%) – **January 21**
- Quiz 2 (45 minutes) will test your proficiency at the various Excel functions we've covered (worth 10%) – **February 4**
- Solver Project (teams of two – worth 10%) – consists of three problems requiring the use of linear optimization – **February 25**
- Quiz 3 (45 minutes) will consist of a solver problem (worth 10%) – **March 4**
- Pivot Table Project (teams of two – worth 10%) – **March 11**
- Power Query Project (teams of two – worth 10%) – **March 25**
- Power BI Project (teams of two – worth 10%) – **April 5**
- Comprehensive Final Exam will test your proficiency of all the functions we've covered (worth 30%). You will require a computer to write the Final Exam.

If you're not satisfied with either your Quiz 1 or Quiz 2 score, you may rewrite ONE of these quizzes (different questions) during the Reading break (February 22) and you will be allowed 60 minutes to write. Your rewrite score will replace your original score for the particular quiz you wrote.

Note: all group projects are due in Moodle by 11:59 p.m. of the date indicated. More details about these projects will be posted in Moodle.

Late assignments may lose 10% per day late. The instructor has the discretion to not accept assignments that are more than 5 days late. In the case of legitimate or approved absence, and at the instructor's discretion, the assigned date may be rescheduled to a later date, or if this is not practically possible, the marks may be reallocated to other components of the course grade.

Attendance:

Attendance at all classes (tutorial and lectures) 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.