



BUS 440 Business Analytics SPRING 2022

Instructor: H LOUIS Email: hlouis@navajotech.edu

Office: Office:

Class Location: 321

Meeting Times: ONLINE

Required Material:

Texts: Albright, S., & Winston. W. (2017). *Business Analytics: Data Analysis & Decision Making* (6th ed.). Boston, MA: Cengage Learning.

Tools: Laptop. Internet Access. Excel.

Lab Fee: None.

Course Description

The course is an introduction to Business Analytics. It covers managerial statistical tools in descriptive analytics and predictive analytics, including regression. Other topics covered include forecasting, risk analysis, simulation, and data mining, and decision analysis. This course provides students with the fundamental concepts and tools needed to understand the emerging role of business analytics in organizations and shows students how to apply basic business analytics tools in a spreadsheet environment, and how to communicate with analytics professionals to effectively use and interpret analytic models and results for making better business decision. Emphasis is placed on applications, concepts and interpretation of results, rather than theory and calculations.

Course Objectives

After successful completion of the course, students would be able to understand and apply appropriate analytical tools in the analysis of quantitative and qualitative data from a variety of business scenarios. In addition, students should be able to interpret the results of business analytics and their implications to business administrations. According to the data analysis results, students should be able to make data driven decisions to optimize the business process and address issues in business administrations.

COURSE OUTCOMES	COURSE MEASUREMENTS
Students will learn about information systems-assisted decision-making and knowledge acquisition tools and how these tools benefit organizational competitiveness, efficiency, and effectiveness.	Course evaluations, concept questions, analysis of assignments to test conceptual understanding, essays, oral presentation, and observations of student's performance at tasks, quizzes, homework and exams.
Students will learn to ask important questions about the analytics tools available to managers and to reconcile theoretical and conceptual descriptions of these tools with the actual use of these tools.	
Students will learn effective and clear methods of visual representation of data and you will learn the appropriate application and interpretation of selected statistical R algorithms used for predictive analytics.	
A strong ability to determine how the location source of the data may impact analysis and conclusions.	

Grading Plan

Homework	35%
Quizzes	15%
Participation	10%
Exams	40%

Scoring

A = 100 - 90%
B < 90 - 80%
C < 80 - 70%
D < 70 - 60 %
F < 60 %

Course Policies

Each student must do all the assigned work and presentations and projects. Discussion is encouraged among students for the purpose of clarification on ambiguous or challenging concepts in course material, assignments or projects. However discussions are forbidden during tests, examinations and quizzes. Cheating and plagiarism are serious offences and thus strictly forbidden. Cheating includes but not limited to: plagiarism, submission of work that does not belong to the student or not done by the student, falsification of data, unauthorized access to exam material or assignment, use of unauthorized material during the exam, supplying or communicating unauthorized information or material for an assignment or exam.

Participation

Students are expected to attend and participate in all class activities listed above, since they constitute 10 % of the overall grade. Thus students who actively participate in all class activities would be awarded the maximum points for possible for these activities, which may include field trips, laboratory exercises, participation in class discussion, asking questions, and presentations.

Cell phone, electronic and communication equipment use

Cell phones must be turned off or put on silence or vibration mode during classes. When absolutely necessary, phone calls must be answered outside the classroom or laboratory, so that the instructor or your classmates would not be distracted. Headphone must not to be worn inside the classroom.

Attendance Policy

Students are expected to regularly attend all classes for which they are registered. A percentage of the students, which comes under class participation, would derive from attendance. Absence from class, regardless of the reason, does not relieve the student from his/her responsibility to complete all course work by the required deadlines. Furthermore, it is the student's responsibility to obtain notes, handouts, and any other information covered by the instructor. Incomplete or missing assignments will necessarily affect the student's grades. Instructors will report excessive and /or unexplained absences to the academic counselor for investigation and potential intervention. If you miss more than three consecutive days of class, you will automatically be dropped from the class and reported to the registrar.

Academic Integrity

Integrity (honesty) is expected of every student in all academic work. The guiding principle of academic integrity is that a student's submitted work must be the students own. Students who engage in academic dishonesty diminish their education and bring discredit to the college community. Avoiding situations likely to compromise academic integrity such as: cheating, facilitating academic dishonesty, and plagiarism; modifying academic work to obtain additional credit in the same class unless approved in advance by the instructor, failure to observe rules of academic integrity established by the instructor.

Dine' Philosophy of Learning

The Dine' philosophy of Education (DPE) is incorporated into every class for students to become aware of and understand the significance of the four Dine' philosophical elements, including its affiliation with the four directions, four sacred mountains, and the four set of thought processes and so forth. *Nitsáhákees, Nahát 'a', Íina and Siih Hasin*, which are essential and relevant to self-identity, respect and wisdom to achieve career goals successfully.

Student with Disabilities

The Navajo Technical University and the Business Program are committed to serving all enrolled students in a non-discriminatory and accommodating manner. Any student who feels he/she may need an accommodation based on the impact of disability, or needs special accommodations should inform the instructor privately of such, so that accommodation arrangements can be made. Students who need an accommodation should also contact the Vocational Rehabilitation Counselor.