MGMT 6303 – Advanced Data Analytics

Course Description/Overview

This course teaches the fundamental concepts of the emerging field of business analytics and provides vital tools in understanding how data analysis works in today’s organizations. Students will learn to apply basic business analytics principles, and effectively use and interpret analytic models to make better business decisions. We will explore Excel as a tool for solving business problems. Each week you will build on your Excel skills and be provided an opportunity to practice what you’ve learned. Please note, the content in this course was developed using a Windows version of Excel 2013.

Course Technology
Use of Blackboard and Internet resources.

Class Meeting Times
The class meets Thursday from 6:00 p.m. to 8:50 p.m.

Technical Support
The Technology Service Center (TSC) may be contacted by calling (325) 942-2911 or toll free at (866) 942-2911 or by email at helpdesk@angelo.edu

Faculty/Instructor Information

Instructor: Jun Huang

Department: Management and Marketing

Office: RAS 202

Phone: (325) 486-6619

Email: jun.huang@angelo.edu

Office Hours: Tuesday, Thursday 1:00 pm – 4:00 p.m.; other times by appointment.

Course Objectives

Students who complete this course will be able to:

- Learn the basic and advanced functions of Excel through guided demonstration
- Use Microsoft Excel to summarize, visualize, and analyze data in practical business situations
- Compute and interpret key statistical measures for forecasting
- Perform different types of scenario and simulation analysis
• Learn to use PowerPivot to build data models and visualize data

Method of Assessing Learning Outcomes
Core student learning outcomes will be assessed through Assignments and a final exam.

Course Textbook

No Textbook required

Optional
Evans, Business Analytics: Methods, Models, and Decisions, SECOND EDITION,

Course Policies

Attendance Policy
You are expected to attend class each week. Please let me know if you will be missing class. More than two absences will affect your Attendance/Participation score.

Academic Honesty and Integrity
Angelo State University expects its students to maintain complete honesty and integrity in their academic pursuits. Students are responsible for understanding and complying with the university Academic Honor Code and the ASU Student Handbook.

Academic integrity is expected. This includes, but is not limited to, any form of cheating, plagiarism, unauthorized sharing of work, or unauthorized possession of course materials. The professor assumes that all students can be trusted. Please don’t violate this trust. Violation of academic integrity will result in a failing grade for the course.

Accommodations for Disability
As stated in the Angelo State University Operating Policy and Procedure (OP 10.15 Providing Accommodations for Students with Disabilities), the Student Life Office is the designated campus department charged with the responsibility of reviewing and authorizing requests for reasonable accommodations based on a disability, and it is the student's responsibility to initiate such a request by contacting the Student Life Office at (325) 942-2191 or (325) 942-2126 (TDD/FAX) or by e-mail at Student.Life@angelo.edu to begin the process. The Student Life Office will establish the particular documentation requirements necessary for the various types of disabilities.

Student Absence for Religious Holidays
As stated in the Angelo State University Operating Policy and Procedure (OP 10.19 Student Absence for Observance of Religious Holy Day), a student who intends to observe a religious holy day should make that intention known in writing to the instructor prior to the absence. A student who is absent from classes for the observance of a religious holy day shall be allowed to take an examination or complete an assignment scheduled for that day within a reasonable time after the absence.
Course Drop
To view information about how to drop this course or to calculate important dates relevant to dropping this course, you can visit http://www.angelo.edu/services/registrars_office/course_drop_provisions.php.

Incomplete as a Course Grade
As stated in the Angelo State University Operating Policy and Procedure (OP 10.11 Grading Procedures), the grade I is given when the student is unable to complete the course because of illness or personal misfortune. An I that is not removed before the end of the next long semester automatically becomes an F. A graduate student will be allowed one year to remove a grade of I before it automatically becomes an F. To graduate from ASU, a student must complete all I’s.

Grade Appeal Process
As stated in the Angelo State University Operating Policy and Procedure (OP 10.03 Student Grade Grievances), a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see Operating Procedure 10.03 at: http://www.angelo.edu/content/files/14196-op-1003-grade-grievance.

Grading Policies

This course employs the following to measure student learning:

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Assignments &amp; Exercises</td>
<td>60%</td>
</tr>
<tr>
<td>Final Exam</td>
<td>30%</td>
</tr>
<tr>
<td>Attendance/ Participation</td>
<td>10%</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
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Your grade will be determined by following grading scale:

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

Assignments and Exercises
Assignments will be posted in Blackboard under the Assignment tab by Thursday during the week noted in the syllabus. All assignments will be due on Friday of the following week.
Exam
You will take the final exam using the computers in the classroom. You can take the notes that you created for each chapter during the exam. Please keep in mind that being prepared and taking the tests during the allocated times is your responsibility. The tests are on the schedule and I urge you to mark them on your calendar now. Missing a scheduled test without approval will result in a zero for that test.

Class Discussions
You will be expected to participate in class discussions and create your own notes in this course.

Course Schedule

<table>
<thead>
<tr>
<th>Date</th>
<th>Class Activity</th>
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<tbody>
<tr>
<td>Jan. 18</td>
<td>Introduction &amp; Excel Basics Functionality</td>
</tr>
<tr>
<td>Jan. 25</td>
<td>Assignments &amp; Exercises</td>
</tr>
<tr>
<td>Feb. 1</td>
<td>Vlookup &amp; Data Cleansing</td>
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<tr>
<td>Feb. 8</td>
<td>Assignments &amp; Exercises</td>
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<tr>
<td>Feb. 15</td>
<td>Logic Statements &amp; Pivot Tables</td>
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<tr>
<td>Feb. 22</td>
<td>Assignments &amp; Exercises</td>
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<tr>
<td>Mar. 1</td>
<td>Statistical Forecasting &amp; Index Match</td>
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<tr>
<td>Mar. 8</td>
<td>Assignments &amp; Exercises</td>
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<tr>
<td>Mar. 15</td>
<td>Spring Break</td>
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<tr>
<td>Mar. 22</td>
<td>PowerPivots in Excel</td>
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<td>Mar. 29</td>
<td>Assignments &amp; Exercises</td>
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<td>Apr. 5</td>
<td>Advanced Scenario Analysis in Excel</td>
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<td>Apr. 12</td>
<td>Assignments &amp; Exercises</td>
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<td>Apr. 19</td>
<td>Charting in Excel</td>
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<td>Apr. 26</td>
<td>Assignments &amp; Exercises</td>
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<td>May 3</td>
<td>Final Exam</td>
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