Class Meetings
Section 10: MW, 12:00 noon - 1:15 p.m., RAS 117
Section 30: TR, 2:00 p.m. - 3:15 p.m., RAS 117

Instructor: Rex Moody, Ph.D.
Office: Rassman 206
E-mail: rex.moody@angelo.edu
Phone: 325-486-6613

Office Hours
Tuesdays and Thursdays: 9:00 a.m. - 1:00 p.m.
Wednesdays: 9:00 a.m. - 11:00 a.m.
Or by appointment

A note on contacting Dr. Moody and e-mail
Please feel free to stop by during office hours; if you need to see me and can’t make office hours, let me know and we can set something else up.

Outside of office hours, the best way to contact me is via email. I will work hard to return all emails received during business hours within 24 hours of receiving them. Emails received on weekends or during holidays will be replied to by the following Monday or the next working day in the case of holidays.

Please be professional in all email correspondence with me. This means that you have a subject line that is germane to what your are writing me about, a salutation (at least addressing me by name), a message that is well written in full sentences that are free of spelling and grammatical errors, and a proper closing (at least your name). Emails that don’t meet these standards will be returned with a note asking for corrections.

Course Prerequisites
MGMT 2331 (Applied Business Statistics)

Required Materials
There are no materials that you have to purchase for this course. All readings, videos, and other materials needed for the course will be posted to the course Blackboard page. The one exception to Blackboard availability is for the Tableau software that we will use for class. You will be able to download the software for free when the time is right and we will use training videos provided by Tableau that reside on their website.

ASU Catalog Course Description
An introduction and overview of information resources commonly used in business including secondary and syndicated data resources. The focus of the course is enabling students to identify, locate, analyze, and report on business data sources both qualitatively and quantitatively.
Course Objectives
Data analytics is a growing field within business and becoming more and more important as the amount of data available to researchers and managers grows. In this course students will be exposed to basic concepts related to data analytics, some analysis techniques, and the practice and use of data analytics in several areas. Having a grasp of the basic data analysis terms and techniques is imperative for a student of any area of business and for new managers. Therefore, this course aims to:

- Familiarize the student with the a set of commonly used terms and techniques in the area of “big data” and data analytics that are in use today.
- Develop within the student knowledge that can separate the fact from fiction in the environment of data analytics.
- Develop within the student an appreciation of how data and data analytics can be used by managers to make better decisions.
- Have the student gain perspective and practice by applying data analysis techniques in several settings.
- Have the student gain an understanding of, and a familiarity with using Excel and Tableau to perform data analysis and presentation.

Student Learning Outcomes
By the end of this course students should be able to:

- Articulate the need and importance of decision making in business, its inherent difficulties and pitfalls, and the importance of proper data analysis in management decision making.
- Understand how the data environment in business is changing and will continue to change in relation to management decision making.
- Apply common quantitative and visual techniques to aid in management decision making.
- Use Microsoft Excel and Tableau to analyze data and provide a manager with information useful in decision making.

Methods of Assessing Learning Outcomes
Learning outcomes will be assessed through two exams, in-class assignments, homework assignments, and a data analysis project. Peer evaluations will be used in assessing student learning and participation in group work.

Course Technology
We will use Microsoft Excel and Word in this class, along with an application called Tableau. The computers in the classroom all are loaded with Excel, Word and Tableau, as are a number of computers in the University’s MCS lab. You will also receive instructions on how to download Tableau onto your own computer when we begin using it later in the term. Blackboard and university computer lab technical support is provided by the university’s Technology Service Center by calling 325-942-2911 or 1-866-942-2911 or by email at helpdesk@angelo.edu.

Readings
All materials for the course will be made available to you by the course instructor through Blackboard, in some cases these materials made be available through links to other websites.
Class Format
Students will gain their knowledge of analytics in this course through readings, lectures and demonstrations, hands-on activities, one or more group projects, and a number of homework assignments.

When used in class, PowerPoint lecture slides will be available before each class session for downloading and/or printing through the class page on Blackboard. Videos used in class will also be available through the course Blackboard site.

Graded Activities

Exams
Two exams will be given during the term. Students should expect these exams to consist of multiple choice and application questions (using the software we use in class). Questions on the exam will test knowledge and application of the student’s knowledge.

Make up exams will be given only for reasons deemed legitimate by Professor Moody and should be avoided if at all possible. If you have to miss the exam for any reason, you must notify Professor Moody in advance, if you are ill or otherwise incapacitated a short phone message or email will suffice.

Short, In-Class Assignments
Short in-class assignments will be used throughout the term in order to get students practicing what is being covered in class.

Homework Assignments
Longer homework assignments will also be given during the term. These will be graded in a more traditional manner. Students will always have at least one week to complete all homework assignments (based on the assignment date and the due date).

Group Projects
We will be working on two larger data analysis projects as part of this class. Students will work in groups of four or five on the projects. The main focus of your work on the project will be data analysis and presentation of the results.

Working in groups can be much more difficult than working individually. Be prepared to face the challenges of group work and avoid finger pointing at the end of the project. Should problems arise within your group, you should contact Dr. Moody immediately. Ask, and you will receive support. Peer evaluations will play a role in each group member’s project grades, as will observations by the instructor.

Attendance
Regular class attendance is expected in this course. However, as an adult it is up to you to attend class. Regular non-attendance will affect a student’s grade since in-class assignments can only be made up if a legitimate excuse is provided to Dr. Moody.
Course Grades
Please keep in mind that in MGMT 3332 you are graded on your performance on the graded elements of the course—you are not graded on effort. Your final class grade will depend solely on how you perform on all aspects of the course and no other factors.

The following cutoffs will be used to determine final grades in MGMT 3332:

A 900-1,000 points  
B 800-899 points  
C 700-799 points  
D 600-699 points  
F Below 600 points

Your semester grade will consist of the following components.

<table>
<thead>
<tr>
<th></th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exams (2 @ 100 points each)</td>
<td>200</td>
</tr>
<tr>
<td>In-Class Assignments (4 @ 50 pts. each)</td>
<td>200</td>
</tr>
<tr>
<td>Homework Assignments (2 @ 100 pts. each)</td>
<td>200</td>
</tr>
<tr>
<td>Project 1 (group assignment)</td>
<td>150</td>
</tr>
<tr>
<td>Final Group Project Report</td>
<td>250</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>1,000</strong></td>
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</table>
Other Course Policies

Extra Credit Work
No extra credit work will be available for students in this class. Students should prepare for exams and assignments to the best of their ability. Attendance, participation, and solid work is expected from all students.

Late Assignments
Assignments are due at the start of class on the days listed in the syllabus or on the assignment handout, they must be turned into Professor Moody and not to the department secretary. **Assignments must be turned in by the deadlines given. Late assignments (even a few minutes) will be docked 20%. Assignments will not be accepted 24 hours or more past the stated due date and time.** Plan ahead and be prepared to turn your assignments in when they are due.

Professionalism / Courtesy and Respect
Students are expected to conduct themselves professionally in all matters related to this class. This means students should act professionally in class and prepare all assignments in a professional manner. Inappropriate verbal comments directed toward others in class and/or inappropriate written comments in assignments will not be tolerated.

You are expected to use your phones, tablets, personal laptops, and ASU computers for class purposes only while in class. As a matter of courtesy, check to see that your cell phone ringer is turned off before class begins. Except for the university provided computer you sit at in class, all other electronic devices will have to be turned off and put away on exam days.

Your actions in class such as talking to your neighbor, texting, reading your textbook from another class, or studying for an exam do not go unnoticed by other students in class or the class instructor. The expectation is that you are in class to learn about data analytics. If you would rather talk to your friends, listen to phone, or surf the Internet / play solitaire, etc. you can do so out in the hall. Please, if you have other pressing matters to attend to such as talking, surfing the net, sleeping, or preparing for another class, etc., do not come to class.

We are all expected to abide by the ASU Norris-Vincent College of Business Code of Ethics

Students, faculty, administrators and professional staff of the College of Business should always:

- Be forthright and truthful in dealings with all stakeholders
- Take responsibility for one’s actions and decisions
- Serve as an example of ethical decision-making and behavior to others
- Admit errors when they occur, without trying to conceal them
- Respect the basic dignity of others by treating them as one would wish to be treated
**Academic Honesty**
Students are expected to maintain complete honesty and integrity in all work. Any student found guilty of any form of dishonesty in academic work is subject to disciplinary action and possible expulsion from ASU.

Students caught cheating on exams will be given a grade of zero for the exam and reported to the university’s office of student conduct.

While you may work with others on the assignments for this course, you should not turn in work that is exactly the same as another student (except for group project work). Should two students turn in assignments that are exactly the same, the assignment will be scored in a normal manner and each of the two students will receive one-half of the resulting grade. If three students turn in the exact work the grade will be divided by three as it is assigned to each student, and so on.

**Plagiarism**
Plagiarism is a serious topic covered in ASU’s Academic Integrity policy in the Student Handbook. Plagiarism is the action or practice of taking someone else’s work, idea, etc., and passing it off as one’s own. Plagiarism is literary theft.

In your discussions and/or your papers, it is unacceptable to copy word-for-word without quotation marks and the source of the quotation. It is expected that you will summarize or paraphrase ideas giving appropriate credit to the source both in the body of your paper and the reference list.

Papers are subject to be evaluated for originality via Turnitin. Resources to help you understand this policy better are available at the ASU Writing Center.

Students caught plagiarizing their own or another’s work in this class will at a minimum receive a grade of zero on the assignment in question, depending on the extent of the issue, they may also be reported to the university’s office of student conduct.

**Copyright Policy**
Students officially enrolled in this course should make only one printed copy of the given articles and/or chapters. You are expressly prohibited from distributing or reproducing any portion of course readings in printed or electronic form without written permission from the copyright holders or publishers.

**Policy on Disabilities**
Angelo State University is committed to the principle that no qualified individual with a disability shall, on the basis of disability, be excluded from participation in or be denied the benefits of the services, programs, or activities of the university, or be subjected to discrimination by the university, as provided by the Americans with Disabilities Act of 1990 (ADA), the Americans with Disabilities Act Amendments Act of 2008 (ADAAA), and subsequent legislation.
The Office of Student Affairs 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 Ms. Dallas Swafford, Director of Disability Services, at 325-942-2047 or through email at dallas.swafford@angelo.edu.

Policy on Religious Observances
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. See ASU Operating Policy 10.19 Student Absence for Observance of Religious Holy Day for more information.

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. November 1 is the last day to drop a course during the fall 2018 semester.

Incomplete as a Course Grade
The incomplete grade, a grade of I is only 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. To graduate from ASU, a student must complete all I's. Please contact faculty if you have serious illness or a personal misfortune that would keep you from completing course work. Documentation may be required. See ASU Operating Policy 10.11 Grading Procedures for more information.

Grade Appeal Process
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.

Title IX
Angelo State University is committed to the safety and security of all students. If you or someone you know experience sexual harassment, sexual assault, domestic or dating violence, stalking, or discrimination, you may contact ASU’s Title IX Coordinator: Michelle Boone, J.D., Director of Title IX Compliance, at 325-486-6357 or through email at michelle.boone@angelo.edu.

General Policies
All students are required to follow the policies and procedures presented in these documents:
Angelo State University Student Handbook
Angelo State University Catalog
<table>
<thead>
<tr>
<th>Day / Date</th>
<th>Topic(s) / Activity</th>
<th>Due</th>
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</thead>
<tbody>
<tr>
<td>M / T 8-27 / 28</td>
<td>Course Introduction</td>
<td></td>
</tr>
<tr>
<td>W / Th 8-29 / 30</td>
<td>Introduction to Data Analytics</td>
<td>Assigned Readings</td>
</tr>
<tr>
<td>M 9-3</td>
<td><strong>No Class--Labor Day</strong></td>
<td></td>
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<tr>
<td>T 9-4</td>
<td>Review of Basic Statistical Concepts</td>
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<tr>
<td>W 9-5</td>
<td>Review of Basic Statistical Concepts</td>
<td></td>
</tr>
<tr>
<td>Th 9-6</td>
<td>Statistics and Tables &amp; Charts in Excel</td>
<td>In-Class Assignment (1)</td>
</tr>
<tr>
<td>M 9-10</td>
<td>Statistics and Tables &amp; Charts in Excel</td>
<td>In-Class Assignment (1)</td>
</tr>
<tr>
<td>T 9-11</td>
<td><strong>No Class--(T/Th Class Labor Day)</strong></td>
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<tr>
<td>W / Th 9-12 / 13</td>
<td>Work Day on Homework #1</td>
<td></td>
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<tr>
<td>M / T 9-17 / 18</td>
<td>Introduction to Big Data</td>
<td>Assigned Readings</td>
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<tr>
<td>W / Th 9-19 / 20</td>
<td><strong>Exam 1</strong></td>
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<tr>
<td>M / T 9-24 / 25</td>
<td>Secondary / Syndicated Data</td>
<td>Assigned Readings</td>
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<tr>
<td>W / Th 9-26 / 27</td>
<td>U.S. Census &amp; Census Data Collection</td>
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<tr>
<td>M / T 10-1 / 2</td>
<td>Working With Census Data</td>
<td>In-Class Assignment (2)</td>
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<tr>
<td>W / Th 10-3 / 4</td>
<td>Census Data Work Day</td>
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<tr>
<td>M / T 10-8 / 9</td>
<td>Census Data Work Day</td>
<td></td>
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<tr>
<td>W / Th 10-10 / 11</td>
<td>Introduction to Tableau</td>
<td><strong>Homework #2 Due</strong> (Census)</td>
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<tr>
<td>M / T 10-15 / 16</td>
<td>Tableau and Data Prep</td>
<td>In-Class Assignment (3)</td>
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<tr>
<td>W / Th 10-17 / 18</td>
<td><strong>Exam 2</strong></td>
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<tr>
<td>M / T 10-22 / 23</td>
<td><strong>No Class</strong></td>
<td>Assigned Learning Activities</td>
</tr>
<tr>
<td>W / Th 10-24 / 25</td>
<td><strong>No Class</strong></td>
<td>Assigned Learning Activities</td>
</tr>
<tr>
<td>M / T 10-29 / 30</td>
<td>Tableau and Introduction to Project 1</td>
<td>In-Class Assignment (4)</td>
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<tr>
<td>W / Th 10-31 / 11-1</td>
<td>Tableau and Project 1 Work Day</td>
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<tr>
<td>M / T 11-5 / 6</td>
<td>Project 1 Work Day</td>
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<tr>
<td>W / Th 11-7 / 8</td>
<td>Project 1 Work Day</td>
<td></td>
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<tr>
<td>M / T 11-12 / 13</td>
<td>Linear Regression / Chi-Square Tests</td>
<td><strong>Project #1 Due</strong></td>
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<tr>
<td>W / Th 11-14 / 15</td>
<td>Explanation of Final Data Analysis Project</td>
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<tr>
<td>M / T 11-19 / 20</td>
<td>Final Data Analysis Project Work Day</td>
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<tr>
<td>W / Th 11-21 / 22</td>
<td><strong>No Class--Thanksgiving</strong></td>
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<tr>
<td>M / T 11-26 / 27</td>
<td>Final Data Analysis Project Work Day</td>
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<tr>
<td>W / Th 11-28 / 29</td>
<td>Final Data Analysis Project Work Day</td>
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<tr>
<td>M / T 12-3 / 4</td>
<td>Final Data Analysis Project Work Day</td>
<td></td>
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<tr>
<td>W / Th 12-5 / 6</td>
<td><strong>Final Project Reports Due</strong></td>
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**Finals Week Class Schedule (no final exam, but time will be used for class activities)**

Section 10 (M/W Noon class): Monday, Dec. 10, 1:00 - 3:00 p.m.
Section 30 (T/R 2:00 p.m. class): Tuesday, Dec. 11, 1:00 p.m. - 3:00 p.m.