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 Overview
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 learn basic concepts related to data analytics, some analysis techniques, and the practice and use of data analytics in several areas used frequently in business. 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.

Course Prerequisite
MGMT 2331 (Applied Business Statistics)

Required Reading
There are no materials that you have to purchase for this course. All readings, videos, and other materials needed for the course will be linked to or posted on 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.

Course Technology
Blackboard will be the main interface used for this course. We will also use Microsoft Excel and Word in this class, along with an application called Tableau.

Note that as an ASU student, you can obtain Microsoft Office for free through the ASU IT Department. You will also receive instructions on how to download Tableau, for free, onto your own computer when we begin using it later in the term. These applications are also on computers in the MCS Lab on campus.

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.

You will also need to use the Respondus LockDown Browser (this is part of Blackboard and is free to you) and have a web cam in order to take the exams for this course.
Instructor Contact Information
Instructor: Rex Moody, Ph.D.
Office: Rassman 206
Phone: 325-486-6613
E-mail: rex.moody@angelo.edu
Webex Room Name: Dr. Moody’s Room
Webex URL: https://angelostate.webex.com/meet/rmoody1

Office Hours
Summer office hours are by appointment.
If you need to see me outside of class, I can meet with you in my office, or virtually via my Webex room. We can of course also talk on the phone or email one another as well.
If you would like to meet with me, please send me an email and we can set a meeting time.

If you would like to meet with me virtually, you can use the Webex link above; there is also a link on the course Blackboard page where you can simply click to “join” and then ask Webex to contact me to let me know you are waiting. Complete instructions on contacting me through WebEx are on Blackboard.

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 Goals and Assignments
By the end of this course, students should be able to:

- Articulate common terms and discuss techniques in the area of “big data” and data analytics that are commonly used in business today.
- Explain the field of data analytics and separate the fact from fiction in the environment of data analytics.
- Recognize how data and data analytics can be used by managers to make better decisions.
- Practice data analysis and data visualization techniques in several settings.
- Use Excel and Tableau to perform data analyses and presentations.

Assessment
The above goals will be assessed through an exam; homework assignments; and two data analysis projects.
**Graded Activities**

**Exams**
One exam will be given during the term. Students should expect the exam to consist of multiple choice questions. 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 Assignments**
Four short assignments will be used throughout the term in order to get students practicing what is being covered in readings and lectures.

**Homework Assignments**
One longer homework assignment will also be given during the term.

**Analysis Projects**
We will be working on two data analysis projects as larger components of this class this term. The main focus of your work on the projects will be data analysis and presentation of the results.

**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 class grade will consist of the following components.

<table>
<thead>
<tr>
<th></th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exam</td>
<td>200</td>
</tr>
<tr>
<td>Short Assignments (4 @ 50 pts. each)</td>
<td>200</td>
</tr>
<tr>
<td>Homework Assignment</td>
<td>100</td>
</tr>
<tr>
<td>Analysis Project (2 @ 250 pts. each)</td>
<td>500</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1,000</strong></td>
</tr>
</tbody>
</table>
Additional 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 on Blackboard at the time and on the date listed in the syllabus and one the assignment. 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
As noted above, students are expected to conduct themselves professionally in all matters related to this class. This means students should prepare all assignments in a professional manner and conduct themselves in a professional manner in all discussion forums. Inappropriate verbal comments directed toward others in class and/or inappropriate written comments in assignments will not be tolerated.

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 of 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:
Friday, July 26, is the last day to drop a course during the summer II 2019 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 at Angelo State University
Angelo State University is committed to providing and strengthening an educational, working, and living environment where students, faculty, staff, and visitors are free from sex discrimination of any kind. Sex discrimination, sexual misconduct, public indecency, interpersonal violence, sexual assault, sexual exploitation, sexual harassment, and stalking are not tolerated at ASU.

As a faculty member, I am a Responsible Employee meaning that I will report any allegations I am notified of to the Office of Title IX Compliance in order to connect students with resources and options in addressing the allegations reported. You are encouraged to report any incidents to ASU’s Office of Title IX Compliance and the Director of Title IX Compliance/Title IX Coordinator. You may do so by contacting:

Michelle Boone, J.D.
Director of Title IX Compliance/Title IX Coordinator
Mayer Administration Building, Room 200
325-942-2022
michelle.boone@angelo.edu

You may also file a report online 24/7 at www.angelo.edu/incident-form.
If you are wishing to speak to someone about an incident in confidence you may contact the University Health Clinic and Counseling Center at 325-942-2173 or the ASU Crisis Helpline at 325-486-6345.

The Office of Title IX Compliance also provides accommodations related to pregnancy (such as communicating with your professors regarding medically necessary absences, modifications required because of pregnancy, etc.). If you are pregnant and need assistance or accommodations, please contact the Office of Title IX Compliance utilizing the information above.

For more information about Title IX in general you may visit www.angelo.edu/title-ix

**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
**Tentative Course Schedule**

Note that for each day listed below, there will be some type of activity related to class for you to complete. This might be some reading that isn’t necessarily listed below, watching a video or demonstration, or completing a short assignment that isn’t listed below.

### Module 1

<table>
<thead>
<tr>
<th>Day / Date</th>
<th>Topic(s) / Activity</th>
<th>Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday, July 8</td>
<td>Course Introduction</td>
<td></td>
</tr>
<tr>
<td>Tuesday, July 9</td>
<td>Introduction to Data Analytics</td>
<td>Readings and Videos</td>
</tr>
<tr>
<td>Wednesday, July 10</td>
<td>Review of Basic Statistical Concepts</td>
<td>Recorded Lectures</td>
</tr>
<tr>
<td>Thursday, July 11</td>
<td>Statistics in Excel / Excel Dashboards</td>
<td>Recorded Lectures / Videos</td>
</tr>
<tr>
<td>Friday, July 12</td>
<td>Work on Short Excel Assignment</td>
<td></td>
</tr>
<tr>
<td>Monday, July 15</td>
<td>Linear Regression / Chi-Square Tests</td>
<td>Short Excel Assignment Due</td>
</tr>
<tr>
<td>Tuesday, July 16</td>
<td>Introduction to Big Data</td>
<td>Recorded Lectures / Videos</td>
</tr>
<tr>
<td>Wednesday, July 17</td>
<td>Exam</td>
<td>LockDown Browser &amp; Web Cam</td>
</tr>
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</table>

### Module 2

<table>
<thead>
<tr>
<th>Day / Date</th>
<th>Topic(s) / Activity</th>
<th>Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thursday, July 18</td>
<td>U.S. Census &amp; Census Data Collection</td>
<td>Recorded Lectures / Videos</td>
</tr>
<tr>
<td>Friday, July 19</td>
<td>Working With Census Data</td>
<td>Recorded Lectures / Videos</td>
</tr>
<tr>
<td></td>
<td>Introduction to Tapestry Segmentation</td>
<td>Homework #1 (from Module 1) Due</td>
</tr>
<tr>
<td>Monday, July 22</td>
<td>Introduction to Tableau</td>
<td>Videos</td>
</tr>
<tr>
<td>Tuesday, July 23</td>
<td>Learning more about Tableau</td>
<td>Short Census Assignment Due</td>
</tr>
<tr>
<td>Wednesday, July 24</td>
<td>Project #1 Work</td>
<td>Short Tableau Assignment Due</td>
</tr>
<tr>
<td>Thursday, July 25</td>
<td>Project #1 Work</td>
<td></td>
</tr>
<tr>
<td>Friday, July 26</td>
<td>Project #1 Work</td>
<td></td>
</tr>
<tr>
<td>Monday, July 29</td>
<td>Project #1 Work</td>
<td>Individual Project #1 Due</td>
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### Module 3

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<tr>
<th>Day / Date</th>
<th>Topic(s) / Activity</th>
<th>Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuesday, July 30</td>
<td>Final Data Analysis Project Assigned</td>
<td></td>
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<tr>
<td>Wednesday, July 31</td>
<td>Final Data Analysis Project Work Day</td>
<td></td>
</tr>
<tr>
<td>Thursday, Aug. 1</td>
<td>Final Data Analysis Project Work Day</td>
<td>Preliminary Short Assignment Due</td>
</tr>
<tr>
<td>Friday, Aug. 2</td>
<td>Final Data Analysis Project Work Day</td>
<td></td>
</tr>
<tr>
<td>Monday, Aug. 5</td>
<td>Final Data Analysis Project Work Day</td>
<td></td>
</tr>
<tr>
<td>Tuesday, Aug. 6</td>
<td>Final Data Analysis Project Work Day</td>
<td></td>
</tr>
<tr>
<td>Wednesday, Aug. 7</td>
<td>Final Data Analysis Project Due 8 a.m.</td>
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