

MGMT 3332 – Data Analytics

Course Description/Overview

This course teaches the fundamental concepts of the emerging field of data analytics and provides vital tools in understanding how data analysis works. In this course you will learn the basic functions to organize data, visualize data and essentials of statistics to analyze data using Excel. We hope this helps you build on your data analysis foundation. 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 2016.

Course Technology

Use of Blackboard and Internet resources.

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) 486-6610

Email: jun.huang@angelo.edu

Office Hours: Tuesday 10:00 a.m. - 12:00 p.m.

Wednesday: 2:00 p.m. - 4:00 p.m.

Thursday 2:00 p.m. – 3:00 p.m.

Other times by appointment

Course Objectives

Students who complete this course will be able to:

- Learn functions to read, organize, and manipulate data in Excel
- Learn graphing and charting to visualize data in Excel
- Learn how to describe data using basic statistical measures in Excel
- Learn modeling with regression analysis in Excel
- Learn some basic R functions
- Understand the concept of data mining

Method of Assessing Learning Outcomes

Core student learning outcomes will be assessed through Assignments and exams.

Course Textbook

James R. Evans, Business Analytics: Methods, Models, and Decisions, THIRD EDITION.
Pearson/Prentice-Hall. ISBN 13: 978-0-13-523167-8 AND access to Pearson MyLab Statistics

OR

MyLab with eText 18 week access: 9780135962817

Course Policies

Attendance Policy

You are expected to attend class each week. Please let me know if you will be missing class. More than 3 absences will affect your Attendance/Participation score.

4 to 7 absences	You will lose 20 points with every absence.
8 to 10 absences	Your final grade is dropped by a letter grade.
10+ absences	You will receive an “F” for the term.

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:

Assignments	50%
Exam 1	15%
Exam 2	15%
Exam 3	5%
<u>Attendance and Participation</u>	<u>15%</u>
Total	100%

Your grade will be determined by following grading scale:

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

Exam

Please keep in mind that being prepared and taking the exams during the allocated times is your responsibility. The exams are on the schedule and I urge you to mark them on your calendar now. Missing a scheduled exam without approval will result in a zero for that exam.

Expectations: I expect you to

- keep up with the material covered every week
- complete your assignments on time every week
- participate actively and courteously in the forums
- abide by the standards of academic honesty and student code of conduct
- seek help when you don't understand a topic

Course Schedule

Date	Class Activity
Aug. 27	Introduction
Aug. 29	Chapter 1 Introduction to Business Analytics
Sep.3	Chapter 2 Database Analytics
Sep. 5	Lab Session
Sep. 10	Chapter 2 Database Analytics
Sep. 12	Lab Session
Sep. 17	Chapter 3 Data Visualization
Sep. 19	Lab Session
Sep. 24	Chapter Review
Sep. 26	Exam 1
Oct. 1	Chapter 4 Descriptive Statistics
Oct. 3	Lab session
Oct. 8	Chapter 4 Descriptive Statistics
Oct. 10	Lab Session
Oct. 15	Chapter 8 Trendlines and Regression Analysis
Oct. 17	Lab session
Oct. 22	Chapter 8 Trendlines and Regression Analysis
Oct. 24	Lab Session
Oct. 29	Chapter Review
Oct. 31	Exam 2
Nov. 5	What Excel Can't Do
Nov. 7	Getting Start with R
Nov. 12	Lab Session
Nov. 14	Creating a Dataset
Nov. 19	Lab Session
Nov. 21	Basic Data Management
Nov. 26	Lab Session

Nov. 28	No Class
Dec. 3	Introduction to Data Mining
Dec. 5	Exam 3