

MGMT 6303 – Advanced Data Analytics

Course Description/Overview

In this course, you will learn how to use Microsoft Excel to manipulate, summarize, visualize, and analyze data in practical business situations. 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.

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. - 5:00 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 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 create different types of graphs and charts to visualize data in Excel

Method of Assessing Learning Outcomes

Core student learning outcomes will be assessed through Assignments, a midterm exam and a final exam.

Course Textbook

Students will need to watch the videos to learn about the course content. Videos will be uploaded to Blackboard weekly for each topic.

Optional

Evans, Business Analytics: Methods, Models, and Decisions, SECOND EDITION.
Pearson/Prentice-Hall © 2016. ISBN 13: 978-0-321-99782-1.

Course Policies

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/registrar_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 & Exercises	60%
Midterm Exam	20%
<u>Final Exam</u>	<u>20%</u>
Total	100%

*Bonus points can be added to your final grade for participating in asking and answering questions on discussion forums.

Your grade will be determined by following grading scale:

90 – 100 = A
80 – <90 = B
70 – <80 = C
<70 = F

Course materials and Assignments

Course materials and assignments will be posted on Blackboard. The assignments must be completed and submitted on Blackboard by every Sunday before 11:59PM (CST).

Exam

The exams will be online. While taking the exam, you can NOT open any files other than the file that you download for the exam. However, you can use the written or printed notes that you created for each topic during the exam. Please keep in mind that being prepared and taking the exams 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 the 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
Week 1	Topic 1: Introduction & Excel Basics Functionality (Assignment due date 9/1/2019 by 11:59 p.m.)
Week 2	Topic 2: Vlookup & Data Cleansing (Assignment due date 9/8/2019 by 11:59 p.m.)
Week 3	Topic 3: Logic Statements (Assignment due date 9/15/2019 by 11:59 p.m.)
Week 4	Prepare for Midterm exam Sep. 20 - Sep. 21, 2019
Week 5	Topic 4: Statistical Forecasting & Pivot Tables (Assignment due date 9/29/2019 by 11:59 p.m.)
Week 6	Topic 5: Index-Match & Advanced Scenario Analysis in Excel (Assignment due date 10/6/2019 by 11:59 p.m.)
Week 7	Topic 6: Charting in Excel (Assignment due date 10/13/2019 by 11:59 p.m.)
Week 8	Prepare for Final Exam on Oct. 17 – Oct. 18, 2019