

Angelo State University • Norris-Vincent College of Business
MGMT 3332 • Data Analytics
Winter Mini-Session 2021 Course Syllabus for Online Section (Section DM1)

Instructor Contact Information

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

Office Hours

By appointment
All office hours during the Winter Mini-Session will be virtual.

If you would like to meet with me, please let me know via phone or email. We can then set a Zoom meeting and meet virtually. Zoom allows for video and audio chat and will allow us share screens, so I can help you with questions that involve the software we will use in class.

Communicating with Dr. Moody

The best way to contact me is via email or by leaving a message on my office phone (phone messages are received by me 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.

ASU Face Covering Policy—For when you are on campus

As a member of the Texas Tech University System, Angelo State University has adopted the mandatory Facial Covering Policy to ensure a safe and healthy classroom experience. Current research on the COVID-19 virus suggests there is a significant reduction in the potential for transmission of the virus from person to person by wearing a mask/facial covering that covers the nose and mouth areas. Therefore, in compliance with the university policy students in this class are required to wear a mask/facial covering anytime you are on campus. Faculty members may also ask you to display your daily screening badge as a prerequisite to enter the classroom. You are also asked to maintain safe distancing practices to the best of your ability. For the safety of everyone, any student not appropriately wearing a mask/facial covering will be asked to leave the classroom immediately. The student will be responsible to make up any missed class content or work. Continued non-compliance with the Texas Tech University System Policy may result in disciplinary action through the Office of Student Conduct.

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) or another approved statistics course.

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 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. All of these software packages (apps) are available to you free of charge through either ASU or the vendor (Tableau). The applications are also available in campus computer labs (Tableau is only available on select machines in the MCS lab on campus).

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.

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. The University does not supply support for Tableau.

Netiquette & Discussion Expectations, Professionalism

You will have the opportunity to participate in online class discussions in this course; an open forum will be available on Blackboard for you to ask questions of one another related to class.

You should ask questions that you have or start discussion threads as you see fit within the discussion forums. By asking your questions in the forums, all students will be able to see the answers and if so desired can offer their opinion on the question. As long as you are not completing another student's work, helping one another through the class forums with class work is encouraged.

Overall, the expectation is for meaningful, professional-type discussions to occur on an on-going basis during the term.

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 act professionally when participating in class discussions. Inappropriate comments directed toward others in class and/or inappropriate comments in assignments will not be tolerated. Unless otherwise noted, written assignments should be word processed and be free of spelling and grammatical errors.

Course Learning Goals and Assessments

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

- Define what data is and explain the current and future data environment in business.
- Explain the practice of data analytics, its importance in business, and some of the key elements needed to succeed in the practice of data analytics.
- Classify data by its type and link the types to their proper methods of analysis. Demonstrate how to use different types of data when performing data analytics.
- Demonstrate how to prep data to prepare it for analysis in Tableau.
- Explain the merits and advantages of data visualization, along with the reasons why data visualization is an important practice.
- Identify the proper type of data visualization to use in different data and desired outcome scenarios.
- Demonstrate how to retrieve basic descriptive statistics in Tableau and explain their meaning.
- Using Tableau, conduct and explain a simple linear regression.
- Build and use calculations in Tableau.
- Create high-quality data visualizations, dashboards, and stories using Tableau.
- Use Tableau software to analyze data and provide information useful in decision making.

The above goals will be assessed through an exam; short, one-day assignments; and longer homework assignments.

Assessment

Students can expect the following assessments during the term:

Exams

One exam will be given during the term. Students should expect the exam to consist of multiple choice questions. The exam will be open note and book, but will have a time limit on it. 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, One-Day Assignments

Short assignments will be used throughout the term in order to get students practicing what is being covered in the class materials. You will be allowed to miss one short assignment without penalty during the term.

Homework Assignments

Longer homework assignments will also be given during the term. Students will typically have two days to complete the longer homework assignments.

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 90% of the possible points in the course (720 points)
- B 80% of the possible points in the course (640 points)
- C 70% of the possible points in the course (560 points)
- D 55% of the possible points in the course (440 points)
- F Less than 55% of the possible points in the course (less than 440 points)

Your term grade will consist of the following components.

	<u>Points</u>
Exam (1 @ 150 points)	150
Short Assignments (top 5 @ 50 pts. each)	250
Homework Assignments (4@ 100 pts. each)	400
Total	800

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.

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 class and online (in class-related emails). Inappropriate verbal comments directed toward others in class and/or inappropriate written comments in assignments will not be tolerated.

Norris-Vincent College of Business Code of Ethics

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. 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 work, 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.

Material you create for class 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.

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.

Student Disability Services is located in the Office of Student Affairs and is the designated campus department charged with the responsibility of reviewing and authorizing requests for reasonable accommodations based on a disability. It is the student's responsibility to initiate such a request by contacting an employee of the Office of Student Affairs, in the Houston Harte University Center, Room 112, or contacting the department via email at ADA@angelo.edu. For more information about the application process and requirements, visit the Student Disability Services website at www.angelo.edu/ADA. The employee charged with the responsibility of reviewing and authorizing accommodation requests is: Ms. Dallas Swafford, Director of Disability Services, at 325-942-2047 or through email at dallas.swaffod@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.

September 18 is the last day to drop a course for the first 8-week Fall 2020 term.

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. In accordance with Title VII, Title IX, the Violence Against Women Act (VAWA), the Campus Sexual Violence Elimination Act (SaVE), and other federal and state laws, the University prohibits discrimination based on sex, which includes pregnancy, and other types of Sexual Misconduct. Sexual Misconduct is a broad term encompassing all forms of gender-based harassment or discrimination and unwelcome behavior of a sexual nature. The term includes sexual harassment, nonconsensual sexual contact, nonconsensual sexual intercourse, sexual assault, sexual exploitation, stalking, public indecency, interpersonal violence (domestic violence or dating violence), sexual violence, and any other misconduct based on sex.

You are encouraged to report any incidents involving sexual misconduct to the Office of Title IX Compliance and the Director of Title IX Compliance/Title IX Coordinator, Michelle Boone, J.D. You may submit reports in the following manners:

Online: www.angelo.edu/incident-form

Face to Face: Mayer Administration Building, Room 210

Phone: 325-942-2022

E-Mail: michelle.boone@angelo.edu

Note, as a faculty member at Angelo State, I am a mandatory reporter and must report incidents involving sexual misconduct to the Title IX Coordinator. Should you wish to speak to someone in confidence about an issue, you may contact the University Counseling Center (325-942-2371), the 24-Hour Crisis Helpline (325-486-6345), or the University Health Clinic (325-942-2171).

For more information about resources related to sexual misconduct, Title IX, or Angelo State's policy please 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 this is a **THREE** week course that ends on Friday, January 22.

Module 1

Learning Goals Covered in this Module:

- Define what data is and explain the current and future data environment in business.
- Explain the practice of data analytics, its importance in business, and some of the key elements needed to succeed in the practice of data analytics.

Day and Date	Topic(s)	Activities
Monday, January 4	Course Introduction Intro to Big Data and Analytics	<ul style="list-style-type: none">• Read Syllabus• Post an introduction in the “Ice Breakers” forum on Monday, Jan. 4 • Video Lessons• Review PowerPoint Slides• Assigned Readings• Listen to Billboards Podcast

Module 2

Learning Goals Covered in this Module:

- Classify data by its type and link the types to their proper methods of analysis. Demonstrate how to use different types of data when performing data analytics.
- Demonstrate how to prep data to prepare it for analysis in Tableau.

Day and Date	Topic(s)	Activities
Tuesday, January 5	Data and Types of Data	<ul style="list-style-type: none">• Video Lessons• Review PowerPoint Slides• Listen to The Modal American Podcast• Short Assign 1 Due, Tuesday, Jan. 5
Wed. January 6	Working with Data in Excel Introduction to Tableau	<ul style="list-style-type: none">• Video Lessons• Download Tableau Software• Short Assign 2 Due, Wed., Jan. 6
Thursday, January 7	Working with Data in Tableau	<ul style="list-style-type: none">• Short Assign 3 Due, Thurs., Jan. 7• Homework #1 Assignment Available
Friday, January 8		<ul style="list-style-type: none">• Homework #1 Due, Friday, Jan. 8
Monday, January 11	Exam 1	<ul style="list-style-type: none">• Exam 1, Monday, January 11

Module 3

Learning Goals Covered in this Module:

- Explain the merits and advantages of data visualization, along with the reasons why data visualization is an important practice.
- Identify the proper type of data visualization to use in different data and desired outcome scenarios.

Day and Date	Topic(s)	Activities
Tuesday, Jan. 12	Intro to Data Visualization	<ul style="list-style-type: none">• Video Lessons• Review PowerPoints• Assigned Readings
Wed., Jan. 13	Introduction to Using Tableau	<ul style="list-style-type: none">• Video Lessons• Review PowerPoints• Assigned Readings• Short Assign 4 Due, Thurs., Jan. 14
Thursday, Jan. 14		<ul style="list-style-type: none">• Begin Working on Homework 2
Friday, January 15		<ul style="list-style-type: none">• Homework 2 Due, Friday, Jan. 15

Module 4

Learning Goals Covered in this Module:

- Demonstrate how to retrieve basic descriptive statistics in Tableau and explain their meaning.
- Using Tableau, conduct and explain a simple linear regression.
- Build and use calculations in Tableau.

Day and Date	Topic(s)	Activities
Monday, January 18	Stats and Regression in Tableau	<ul style="list-style-type: none">• Video Lessons• Review PowerPoints• Assigned Readings• Short Assign 5 Due, Monday, Jan. 18
Tuesday, January 19	Tableau Calculations	<ul style="list-style-type: none">• Video Lessons• Short Assign 6 Due, Tuesday, Jan. 19• Begin Working on Homework #3
Wednesday, Jan. 20		<ul style="list-style-type: none">• Homework #3 Due, Wed., January 20

Module 5

Learning Goals Covered in this Module:

- Build and use calculations in Tableau.
- Create high-quality data visualizations, dashboards, and stories using Tableau.

Day and Date	Topic(s)	Activities
Thursday, Jan. 21	Data Visualization Practice	<ul style="list-style-type: none">• Begin Working on Homework #4
Friday, January 22		<ul style="list-style-type: none">• Homework #4 Due, Friday, Jan. 22