BUSI 6302 783
Business Data Analytics
Spring 2022 Session 8W1
Delivery Method: Online

Instructor Information

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Office Hours: Tuesday 1-2:30pm; Wednesday 10-12pm; Thursday 1-2:30pm

Course Information

Class Location: Online

Web Conference Hours

OFFICE HOURS: Tuesday 1-2:30pm; Wednesday 10-12pm; Thursday 1-2:30pm

Course Description

This course introduces the practical and advanced data analytics for all business majors. The course covers topics of script programming data/statistical analysis and data visualization. Students will practice data analytic method and use related software to solve real-world business questions.

The digital age of business requires an understanding of data. This class will give you the right tools to stay relevant. It also offers the theoretical understanding of data

Sample Syllabus

necessary for you to adapt to the many changes in business while also equipping you with the skills you'll need to perform vital daily functions. This course introduces the practical and advanced data analytics for all business majors. The course covers topics of script programming (i.e. SQL), data/statistical analysis (i.e. SAS), and data visualization (i.e. Tableau). Students will practice data analytic methods and use related software to solve real-world business questions.

Student Learning Outcomes

- Upon successful completion of this course, you will be able to: CLO 1: Master terminology, components and logic of various business data analytic technologies/tools, and explain how these data analytic technologies can be applied to business and improve decision-making processes. CLO 2: Create analytical applications through various data analytic technologies/tools CLO 3: Compare relational databases (SQL) and non-relational data sources (Non-SQL, Hadoop-related technologies) CLO 4: Evaluating tools for A/B testing, and identify key issues and problems with A/B testing CLO 5: Experiment with predictive and prescriptive modeling, interpret and diagnose the results of predictive models. CLO 6: Analyze optimization techniques and be aware of the limitations of prescriptive analytics and the role of optimization in prescriptive analytics CLO: Course Learning Objective

Required Materials

Title: Business Analytics
ISBN: 978-1-7346888-1-8
Authors: Brennan Davis
Publisher: Stukent.com

Important Academic Dates

UTPB Academic Calendar

Graded Material

Course Activity	Points	Percentage of Total Grade
Business Analytics chapter	140	28%

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quizzes		
Assignments	180	36%
Discussions	20	4%
Data Analytic Project	160	32%
Total Points	500	100%

Grading Scale

Grade Range	Letter Grade
450-500 pts.	A
400-449 pts.	B
350-399 pts.	C
300-349 pts.	D
Less than 300 pts.	F

University Policies

Accommodation for Students with Disabilities

Students with Disabilities: The University of Texas Permian Basin in compliance with the Americans with Disabilities Act and Section 504 of the Rehabilitation Act provides "reasonable accommodations" to students with disabilities. Only those students, who an Instructor has received an official Letter of Accommodation (LOA) sent by the Office of ADA for Students, will be provided ADA academic accommodations.

ADA Officer for Students: Mr. Paul Leverington
Address: Mesa Building 4242/4901 E. University, Odessa, Texas 79762

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Voice Telephone: 432-552-4696
Email: ada@utpb.edu

For the accessibility and privacy statements of external tools used within courses, go to Accessibility and Privacy Statements.

Sexual Harassment/Sexual Misconduct Policy

The University of Texas Permian Basin (the University) is committed to maintaining a learning and working environment that is free from discrimination based on sex in accordance with Title IX of the Higher Education Amendments of 1972 (Title IX), which prohibits discrimination on the basis of sex in educational programs or activities; Title VII of the Civil Rights Act of 1964 (Title VII), which prohibits sex discrimination in employment; and the Campus Sexual Violence Elimination Act (SaVE Act), Violence Against Women Act (VAWA), and Clery Act. Sexual Misconduct, Retaliation, and other conduct prohibited under this Policy will not be tolerated and will be subject to disciplinary action.

The University will promptly discipline any individuals or organizations within its control who violate this Policy. The University encourages you to promptly report incidents that could constitute violations of this Policy to the Title IX Coordinator. The complete Sexual Harassment/Sexual Misconduct Policy can be found here.

You may report incidents of sexual misconduct to any University employee. They are obligated to report any incident to the Title IX Coordinator or Deputy Coordinator.

You may also contact:
The UTPB Police Department at 432-552-2786
The Title IX Coordinator at 432-552-2697 or TitleIXCoordinator@UTPB.edu.
The Dean of Students at 432-552-2600
Reports can also be made via the University Complaint Portal: UTPB Complaint Management

A ***confidential reporting option is available***. Please contact UTPB's Counseling Center at 432-552-3365 or 432-552-2367 or stop by MB 1150.

Scholastic Dishonesty

"Scholastic Dishonesty" is any form of cheating or plagiarism that violates the Student Code of Conduct. Scholastic dishonesty or academic dishonesty includes, but is not limited to, cheating, plagiarism, collusion, falsifying academic records, and

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any act designed to give unfair advantage to the student (such as, but not limited to, submission of essentially the same written assignment for two [2] courses without the prior permission of the instructor, and providing false or misleading information in an effort to receive a postponement or an extension on a test, quiz, or other assignment), or the attempt to commit such an act. The Student Code of Conduct provides students fair notice of conduct considered unacceptable at The University of Texas Permian Basin and which may be the basis for disciplinary action. This policy provides the procedures to be following when student disciplinary action may need to be implemented and outlines the appeals process. The Student Code of Conduct is available online at: https://www.utpb.edu/life-at-utpb/student-services/dean-of-students/student-code-of-conduct

Student Success at UTPB

UT Permian Basin offers numerous services to help you reach your academic goals. Available both in the Success Center on the 2nd Floor of the Mesa Building (https://www.utpb.edu/academics/advising-and-support/student-success-center/index), and online, UTPB Student Success offers the following services to all students:

- O.W .L. (Online Writing Lab) - Submit essays that need to be revised by one of our tutors to owl@utpb.edu.
- Tutoring – For both online and in person tutoring, please use EAB to create an appointment. (Utpb.campus.eab.com) Sign in using UTPB credentials.
- SI/PLTL Sessions - If available for your class, will be communicated to you by the mentor assigned to your class section and students can communicate to their SI or PL through Canvas.
- Peer Mentoring - Incoming freshmen can be paired with a peer mentor who will help you navigate your first year on campus.
- SSC Computer Lab - Come take advantage of the state-of-the-art computers available at the Student Success Center.

Please email success@utpb.edu for more information.

Course Modalities

Both the Texas Higher Education Coordinating Board (THECB) and the Southern Association of Schools and Colleges Commission on Colleges (SACSCOC) provide standard definitions for basic course types/modalities that have informed the following adopted course definitions.

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Online Courses are those in which more than 85 percent of the planned instruction occurs online/virtually (asynchronously) when students and faculty are not in the same place. A fully online course is one in which mandatory in-person meetings occur no more than 15% of the planned instructional time.

Remote Courses are ones in which students, while not required to physically come to campus to attend in-person classes, are required to "attend" virtually/remotely (synchronously) during scheduled days and times, with students expected to log in and participate in the lecture via video conferences.

Hybrid Courses are courses in which the majority (more than 50% but less than 85%) of the planned instruction occurs when students and instructor(s) are not in the same place. This form of instruction offers a mix of on-campus/in-person and remote/online/electronic learning.

HyFlex Courses are those which, like hybrid courses, offer a mix of on-campus/in-person and remote/online/electronic learning. These courses, however, do not require student authentication since at least 50% of the planned instruction occurs when students and instructor(s) are in the same place.

Face-to-Face/In-Person Courses are those in which more than 85 percent of the planned instruction occurs when students are in the same place with an instructor(s).

Distance Education Policy

Distance Education Courses and Student Identity Authentication Requirements and Policy

SACSOC defines a distance education course as one in which more than 50 percent of the planned instruction occurs when students and instructor(s) are not in the same physical place. Distance education courses, therefore, include online, remote, and hybrid courses as defined above. Per SACSCOC and University policy, all distance education courses are required to follow our Distance Education Student Authentication Policy procedures (please see below), and these requirements and policies must be stated in the course syllabus. Further, any projected additional student charges associated with verification of student identity must be indicated on the courses schedule and course syllabus.

The Distance Education Student Authentication Policy does not apply to Hyflex Courses--those in which at least 50% of the planned instruction occurs when students and instructor(s) are in the same place--and Face-to-Face/In-Person Courses--those in which

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more than 85 percent of the planned instruction occurs when students and instructor(s) are in the same place. Student authentication and identity verification in these courses may be accomplished by in-person attendance monitoring as well as through in-class instructor proctored examinations and other assessments. These same “in-class” authentication procedures also may be employed in hybrid courses, but in the case of these defined distance education courses, they must be documented on the course syllabus as described below.

Distance Education Student Authentication Policy and Syllabus Requirements

UT Permian Basin’s Distance Education Student Authentication Policy requires the University to employ processes (documented in each distance education syllabus) to verify that each student who registers for a distance education course is the same student who participates in, completes, and receives credit for the course.

The policy requires faculty members teaching distance education courses to employ at least two methods of verification to ensure student identities. The first method of verification is accomplished by the student logging into Canvas, our learning management system. To access all UTPB courses, students must login to Canvas uniqueness personal identifying username and secure password. This is the primary method of student identity verification. The Distance Education Student Authentication Policy requires at least one additional student identification method within the distance learning course that has been determined and approved by the faculty or academic program. The second method of authentication must be explicitly stated in the syllabus. The second method of student authentication maybe:

- Proctored exams using an approved photo ID*.
- Presentation of approved photo ID through a webcam and optional levels of proctoring during assessment.
- Field or clinical experiences using an approved photo ID.
- Synchronous or asynchronous video activities using an approved photo ID.
- In hybrid distance education courses, which have an in-person meeting component, the secondary method of student authentication may be accomplished (as is it may be done in hyflex and face-to face-courses) by in-person attendance monitoring as well as through required in-class instructor proctored examinations and other assessments.
- Other Technologies or procedures, etc. (which must be detailed in the syllabus).

If faculty require secondary method of verification for which students are charged a fee(e.g. face-to-face proctoring at an off-campus site that charges a fee), this notification must be stated on the course schedule and in the course syllabus as well.

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*Approved photo identifications include passports, government issued identification, driver’s licenses, military ID from DoD; dual credit and early college high school students use school district identifications.

Online Student Authentication

UTPB requires that each student who registers for an online course is the same student who participates in, completes, and receives credit for the course. UTPB’s Distance Education Policy requires faculty members to employ at least two methods of verification to ensure student identities. To access online courses students must login to the UTPB learning management system using their unique personal identifying username and secure password. UTPB’s Distance Education Policy requires at least one additional student identification method within the course that has been determined and approved by the faculty or academic program. This course satisfies the second method of student authentication by:

Presentation of approved photo ID* through a web cam and video recorded proctoring during assessment (Respondus Monitor).

*Approved photo identifications are: passports, government issued identification, driver’s licenses, military ID from DoD; dual credit and early college high school students use school district identifications.

Course Policies

1. **Discussion Board**: Discussion Board is primarily for discussing course related topics and issues. Best practices are:
    1. Read all message postings in online discussion.
    2. Respond to the question directly
    3. Reply to a minimum of two other student posts.

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4. Use a person's name in the body of your message when you reply to their message.
5. Avoid postings that are limited to 'I agree' or 'great idea', etc.
6. Ensure responses to questions are meaningful, reflective.
7. Support statements with concepts from course readings, refer to personal experience, examples.
8. Follow **Rules of Behavior.**

2. **Rules of Behavior:** Discussion areas are public to every student in this class (including your instructor) who will see what you write. Please pay attention to the language you use and adhere to the following guidelines:
   - Do not post anything too personal.
   - Do not use language that is inappropriate for a classroom setting or prejudicial in regard to gender, race, or ethnicity.
   - Do not use all caps in the message box unless you are emphasizing (it is considered shouting).
   - Be courteous and respectful to other people on the list
   - Do not overuse acronyms like you would use in text messaging. Some of the list participants may not be familiar with acronyms.
   - Use line breaks and paragraphs in long responses.
   - Write your full name at the end of the posting.
   - Be careful with sarcasm and subtle humor; one person's joke is another person's insult.
3. **Make-Up/Late Submission Policy:**
   All course activities must be submitted before or on set due dates and times. If the student is unable to abide by the due dates and times, it is her/his responsibility to contact the instructor immediately. **You must select "SUBMIT" for your homework to be turned in.**

Course Schedule

Date	Assignments/Activities/Topics	Due Date
Jan 10-Jan 16	Chapter 1 and 2 Quizzes for Chapters 1&2 Authentication Assignment	Jan 16

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Jan 17 - Jan 23	Chapter 3 and 4 Quizzes for Chapters 3&4 Data Analytic Project Part I SQL Assignment	Jan 23
Jan 24 - Jan 30	Chapter 5 and 6 Quizzes for Chapters 5&6	Jan 30
Jan 31 - Feb 6	Chapter 7 and 8 Quizzes for Chapters 7&8 Data Analytic Project Part II	Feb 6
Feb 7 - Feb 13	Chapter 9 and 10 Quizzes for Chapters 9&10 Web Analytics Assignment	Feb 13
Feb 14 - Feb 20	Chapter 11 and 12 Quizzes for Chapters 11&12 Data Visualization Assignment	Feb 20
Feb 21 -Feb 27	Chapter 13 and14 Quizzes for Chapters 13&14	Feb 27
Feb 28 -Mar 4	Data Analytic Project Part III	Mar 4

Class Schedule

Date	Name	Event Type	Points

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