

Course ID:	Course Title:	Fall 2020
BUS 272	Introduction to Business Analytics	Prerequisites: BUS 100, MA 110, STA 210
		Credits: 3

Class Information		Instructor Information		Important Dates	
Delivery:	In Class	Instructor:	Dr. Randy Poon, PhD	First day of classes:	Wednesday, Sept. 9
Days:	Mondays	Email:	rpoon@ambrose.edu	Last day to add/drop, or change to audit:	Sunday, Sept. 20
Time:	1:00 – 4:00	Phone:	(587) 893-4730	Last day to request revised final exam:	Monday, Nov. 2
Room:	A2133 (for both lecture and tutorial)	Office:	L2052	Last day to withdraw from course:	Friday, Nov. 20
Tutorial:	Wednesdays 5:00 – 6:30	Office Hours:	Mondays 4:00 – 4:30, Tuesdays 6:15 – 6:45, Thursdays 6:15 – 6:45, or by appointment	Last day to apply for coursework extension:	Monday, Nov. 23
Final Exam:	No final			Last day of classes:	Monday, Dec. 14

Course Description

An introduction to data and business analysis. Students will explore analytical approaches for making business decisions, including basic steps in problem solving and simple modeling. In addition, they will build quantitative skills using application software that will result in more informed and effective business decision making. Communicating and presenting quantitative data and analysis graphically will also be emphasized. Instruction will consist of lecture and tutorials.

Expected Learning Outcomes

By the end of this course, students will:

1. Present business problems diagrammatically using influence diagrams and generate simple models in Microsoft Excel representing a variety of typical business problems.
2. Model accurate financial statements such as an Income Statement, Balance Sheet, define components of each statement and perform simple analysis of financial statements using basic financial ratios.
3. Use financial statements as the basis to build decision-making models that can be used for what-if analysis to make business decisions, such as a break-even analysis.

4. Apply basic valuation criteria to simple cash flows (present and future value), perform a valuation, and apply appropriate decision criteria (NPV/IRR).
5. Identify sources of risk to businesses and evaluate outcomes under uncertainty.
6. Present quantitative data graphically in a clear manner using appropriate charts and graphics, given the data provided and the decision required.
7. Use business data to create forecasts using single and multi-variable regression in Microsoft Excel and Google Analytics.
8. Be able to define database structures and queries in Microsoft Excel (Power Pivot)

Textbook and MindTap Access

While we will be using the textbook listed below, you will need also MindTap access (which is mandatory).

Carey, P. (2020). *New Perspectives Microsoft Office 365 & Excel 2019 Comprehensive*, Boston, MA: Cengage Learning.

- The link to purchase the E-Book and MindTap access (\$99.95)
is <https://www.cengage.ca/shop/isbn/9780357042687>
- The link to purchase the printed loose-leaf textbook and MindTap (\$129.95)
is <https://www.cengage.ca/shop/isbn/9780357261033>

Once you have purchased MindTap access, the instructor code/course key is **MTPQ99SN6B5W**.

Instructions for how to sign up for MindTap are uploaded into Moodle. Please be sure to review these slides before creating your MindTap account.

Zoom Password

If you need to access Zoom for lectures or tutorials, please use this link:

<https://ambrose.zoom.us/j/93118786258?pwd=aldPNXICMGNWZXI1SU4xOTBZUHNGdz09>

Please note that this Zoom link will change on a periodic basis, so check with the course's Moodle page to find the latest Zoom link.

Course Schedule

Note: This schedule is a guideline for how we will progress through the course. We may need to spend more time on certain areas.

Week of:

September 9	There will be a tutorial on September 9. We will review the course outline and expectations for the course.
September 14	Module 1: Getting Started with Excel
September 21	Module 2: Formatting Workbook Text and Data
September 28	Module 3: Performing Calculations with Formulas and Functions
October 5	Module 4: Analyzing and Charting Financial Data – There will be a tutorial on October 7
October 12	Thanksgiving (no class) – There will be a tutorial on October 14
October 19	Module 5: Generating Reports from Multiple Worksheets and Workbooks
October 26	Module 6: Managing Data with Data Tools
November 2	Module 6: Managing Data with Data Tools
November 9	Reading Week (no class or tutorial)
November 16	Module 7: Summarizing Data with PivotTables
November 23	Module 7: Summarizing Data with PivotTables
November 30	Module 8: Performing What-If Analyses
December 7	Module 8: Performing What-If Analyses
December 14	Appendix B: Introducing Power BI (not covered in textbook, see Moodle for online resources)

Note: Modules 9-12 (among other topics, including a deeper look at Power BI) will be covered in BUS 372 in the Winter 2021 semester

Course Requirements:

MindTap Assignments and Exams

Module 1 – 6%

- End of Module Projects 1 and 2 each worth 1%
- End of Module SAM Projects A and B each worth 1%
- Module 1 SAM Exam is worth 2%

Module 2 – 6%

- End of Module Projects 1 and 2 each worth 1%
- End of Module SAM Projects A and B each worth 1%
- Module 2 SAM Exam is worth 2%

Module 3 – 12%

- End of Module Projects 1 and 2 each worth 1.6%
- End of Module SAM Projects A, B, C each worth 1.6%
- Module 3 SAM Exam is worth 4%

Module 4 – 12%

- End of Module Projects 1 and 2 each worth 1.6%
- End of Module SAM Projects A, B, C each worth 1.6%
- Module 4 SAM Exam is worth 4%

Module 1-4 Capstone – 2.5%

Module 5 – 12%

- End of Module Projects 1 and 2 each worth 1.6%
- End of Module SAM Projects A, B, C each worth 1.6%
- Module 5 SAM Exam is worth 4%

Module 6 – 12%

- End of Module Projects 1 and 2 each worth 1.6%
- End of Module SAM Projects A, B, C each worth 1.6%
- Module 6 SAM Exam is worth 4%

Module 7 – 15.5%

- End of Module Projects 1 and 2 each worth 1.5%
- End of Module SAM Projects B and C each worth 1.5%
- Case Projects 1 and 2 are each worth 3%
- Module 7 SAM Exam is worth 3.5%

Module 8 – 15.5%

- End of Module Projects 1 and 2 each worth 1.5%
- End of Module SAM Projects B and C each worth 1.5%
- Case Projects 1 and 2 are each worth 5% and 4.5%, respectively

Module 5-8 Capstone – 4.5%

PowerBI Quiz – 2%

Note: Please see Moodle/MindTap for the assignment due dates.

Attendance:

Attendance at all classes and tutorials is expected. This course covers a lot of material and missing classes/tutorials could result in falling behind.

Grade Summary:

The available letters for course grades are as follows:

% Grade	Letter Grade	
95% to 100%	A+	
90% to 94%	A	Excellent
85% to 89%	A-	
80% to 84%	B+	
76% to 79%	B	Good
72% to 75%	B-	
68% to 71%	C+	
64% to 67%	C	Satisfactory
60% to 63%	C-	
55% to 59%	D+	
50% to 54%	D	Minimal Pass
0% to 49%	F	Failure

Because of the nature of the Alpha 4.00 system, there can be no uniform University-wide conversion scale. The relationship between raw scores (e.g. percentages) and the resultant letter grade will depend on the nature of the course and the instructor's assessment of the level of each class, compared to similar classes taught previously.

Please note that final grades will be available on student registration system. Printed grade sheets are not mailed out.

Ambrose University Academic Policies:

Communication

All students have received an Ambrose e-mail account upon registration. It is the student's responsibility to check this account regularly as the Ambrose email system will be the professor's instrument for notifying students of important matters (cancelled class sessions, extensions, requested appointments, etc.) between class sessions. If students do not wish to use their Ambrose accounts, they will need to forward all messages from the Ambrose account to another personal account.

Registration

During the **Registration Revision Period** students may enter a course without permission, change the designation of any class from credit to audit and /or voluntary withdraw from a course without financial or academic penalty or record. Courses should be added or dropped on the student portal by the deadline date; please consult the List of Important Dates. After that date, the original status remains and the student is responsible for related fees.

Students intending to withdraw from a course after the Registration Revision Period must apply to the Office of the Registrar by submitting a "Request to Withdraw from a Course" form or by sending an email to the Registrar's Office by the **Withdrawal Deadline**; please consult the List of Important Dates on the my.ambrose.edu website. Students will not receive a tuition refund for courses from which they withdraw after the Registration Revision period. A grade of "W" will appear on their transcript.

Students wishing to withdraw from a course, but who fail to do so by the applicable date, will receive the grade earned in accordance with the course syllabus. A student obliged to withdraw from a course after the Withdrawal Deadline because of health or other reasons may apply to the Registrar for special consideration.

Exam Scheduling

Students, who find a conflict in their exam schedule must submit a Revised Examination Request form to the Registrar's Office by the deadline date; please consult the List of Important Dates. Requests will be considered for the following reasons only: 1) the scheduled final examination slot conflicts with another exam; 2) the student has three final exams within three consecutive exam time blocks; 3) the scheduled final exam slot conflicts with an exam at another institution; 4) extenuating circumstances. Travel is not considered a valid excuse for re-scheduling or missing a final exam.

Electronic Etiquette

Students are expected to treat their instructor, guest speakers, and fellow students with respect. It is disruptive to the learning goals of a course or seminar and disrespectful to fellow students and the instructor to use electronics for purposes unrelated to the course during a class session. Turn off all cell phones and other electronic devices during class. Laptops should be used for class-related purposes only. Do not use iPods, MP3 players, or headphones. Do not text, read, or send personal emails, go on Facebook or other social networks, search the internet, or play computer games during class. Some professors will not allow the use of any electronic devices in class. The professor has the right to disallow the student to use a

laptop in future lectures and/or to ask a student to withdraw from the session if s/he does not comply with this policy. Repeat offenders will be directed to the Dean. If you are expecting communication due to an emergency, please speak with the professor before the class begins.

Academic Policies

It is the responsibility of all students to become familiar with and adhere to academic policies as stated in the Academic Calendar. Personal information (information about an individual that may be used to identify that individual) may be required as part of taking this class. Any information collected will only be used and disclosed for the purpose for which the collection was intended. For further information contact the Privacy Compliance Officer at privacy@ambrose.edu.

Extensions

Although extensions to coursework in the semester are at the discretion of the instructor, students may not turn in coursework for evaluation after the last day of the scheduled final examination period unless they have received permission for a course Extension from the Registrar's Office. Requests for course extensions or alternative examination time must be submitted to the Registrar's Office by the deadline date; please consult the List of Important Dates. Course extensions are only granted for serious issues that arise "due to circumstances beyond the student's control."

Appeal of Grade

An appeal for change of grade on any course work must be made to the course instructor within one week of receiving notification of the grade. An appeal for change of final grade must be submitted to the Registrar's Office in writing and providing the basis for appeal within 30 days of receiving notification of the final grade, providing the basis for appeal. A review fee of \$50.00 must accompany the appeal. If the appeal is sustained, the fee will be refunded.

Academic Integrity

We are committed to fostering personal integrity and will not overlook breaches of integrity such as plagiarism and cheating. Academic dishonesty is taken seriously at Ambrose University as it undermines our academic standards and affects the integrity of each member of our learning community. Any attempt to obtain credit for academic work through fraudulent, deceptive, or dishonest means is academic dishonesty. Plagiarism involves presenting someone else's ideas, words, or work as one's own. Plagiarism is fraud and theft, but plagiarism can also occur by accident when a student fails or forgets to acknowledge to another person's ideas or words. Plagiarism and cheating can result in a failing grade for an assignment, for the course, or immediate dismissal from the university college. Students are expected to be familiar with the policies in the current Academic Calendar that deal with plagiarism, cheating, and the penalties and procedures for dealing with these matters. All cases of academic dishonesty are reported to the Academic Dean and become part of the student's permanent record.

Note: Students are strongly advised to retain this syllabus for their records.