Course ID:	Course Title:	Winter 2023
BUS372	Data Analysis for Business	Prerequisite: BUS272
		Credits: 3

Class Information		Instructor Information		Important Dates	
Delivery:	In class	**Instructor:**	Barbara Coutts, M.Sc.	**First Day of Class:**	Jan. 11, 2023
Day(s):	Wednesday	**Email:**	Barbara.coutts@ambrose.edu	**Last Day to Add/Drop:**	Jan. 22, 2023
Time:	6:45pm	**Phone:**	403-878-5200	**Last Day to Withdraw:**	March 31, 2023
Room:	A2131	**Office:**	N/A	**Last Day to Apply for Coursework Extension:**	April 3, 2023
Lab/Tutorial:	5:00pm in room RE112	**Office Hours:**	By Appointment	**Last Day of Class:**	April 14, 2023
Final Exam:	N/A				

Important Dates and Information

For a list of all important dates and information regarding participating in classes at Ambrose University, please refer to the Academic Calendar at https://ambrose.edu/academic-calendar .

Course Description

An introduction to business analytics through the use of data analysis techniques and tools to make data-driven business decisions. Students will think critically about business problems and learn how to build basic predictive models using spreadsheet software. The focus will be on the practical use of analytical tools. Instruction will consist of lecture and tutorials.

Expected Learning Outcomes

- Gain knowledge of data analysis tools and techniques
- Translate business problems to predictive models using spreadsheet software
- Become familiar with database functions, commands, and macros

Textbooks

We will be using the same textbook we did with BUS 272. You will need to have MindTap access for this course, as many of your assignments will be posted on MindTap. You can purchase the combo textbook and MindTap through the Ambrose bookstore.

Text:

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

Course Schedule

January 11:	Making Financial Decisions
January 16:	Data Ethics
January 18:	Exploring Big Data
January 23:	Advanced Pivot Tables and Database functions
January 25:	Developing an Excel Application
January 30:	Creating a Database
February 1:	Building a Database and Defining Table Relationships
February 6:	Maintaining and Querying a Database
February 8:	Maintaining and Querying a Database Part 2
February 13:	Creating Forms and Reports
February 15:	Creating Forms and Reports Part 2
February 20:	**Reading Week – no class**
February 22:	**Reading Week – no class**
February 27:	Creating Advanced Queries and Enhancing Table Design
March 1:	Creating Advanced Queries and Enhancing Table Design Part 2
March 6:	Using Form Tools and Creating Custom Forms
March 8:	Creating Custom Reports
March 13:	Sharing, Integrating, and Analyzing Data
March 15:	Sharing, Integrating, and Analyzing Data Pt 2
March 20:	Using Action Queries and Advanced Table Relationships
March 22:	Using Action Queries and Advanced Table Relationships Pt. 2
March 27:	Automating Tasks with Macros
March 29:	Using and Writing Visual Basic for Applications Code
April 3:	Using and Writing Visual Basic for Applications Code Pt. 2
April 5:	Managing and Securing a Database / Review
April 10:	**Easter Monday – no class**
April 12:	Review / Quiz

Requirements:

Modules are to be completed through MindTap (see instructions here: https://willolabs.zendesk.com/hc/en-us/articles/4411768201997-Purchasing-Access-to-Course-Materials-in-Moodle). Students will have one week to complete the module for each chapter. It is recommended that students plan out their time accordingly, as typical

homework requirements for courses are 3-4 hours per week per course. **Please note that some of the assignments will require a laptop that has a Windows Operating system.**

Data Ethics Essay (15%) – **Feb 2, 2023 at 11:59pm**
Modules Exercises (40%) – **Due every Tuesday starting Feb 24 at 11:59pm**
Module Capstones (30%) - **Due Mar 2, Mar 23, and April 14 by 11:59pm**
Relational Database & Database Design Quiz (15%) – **April 12 during class**

Attendance:

Attendance at all classes and tutorials is mandatory, unless otherwise coordinated with the professor. Failure to attend class may result in falling behind. This applies to both tutorials and lectures.

Grade Summary:

The available letters for course grades are as follows:

Grade	Interpretation	Grade Points
A+	Excellent	4.00
A		4.00
A-		3.70
B+	Good	3.30
B		3.00
B-		2.70
C+	Satisfactory	2.30
C		2.00
C-		1.70
D+	Poor	1.30
D	Minimal Pass	1.0
F	Failure	0.00
P	Pass	No Grade Points

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 Important Information:

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.

Exam Scheduling
Students who find a conflict in their exam schedule must submit a *Revised Final Exam Time Application* to the Office of the Registrar by the deadline noted in the Academic Calendar. Requests will be considered for the following reasons only: 1) the scheduled final examination slot conflicts with another exam; or 2) the scheduled final examination slot results in three consecutive examination periods. Travel is not considered a valid excuse for re-scheduling or missing a final exam.

Standards of Behaviour in the Classroom Setting
Learning is an active and interactive process, a joint venture between student and instructor and between student and student. Some topics covered within a class may lead to strong reactions and opinions. It is important that Students understand that they are entitled to hold contradictory beliefs and that they should be encouraged to engage with these topics in a critical manner. Committing to this type of "active learning" significantly increases the learning experience for both teacher and student, and reflects the Christian imperative to pursue truth, which lies at the heart of the Ambrose educational experience. However, active discussion of controversial topics will be undertaken with respect and empathy, which are the foundations of civil discourse in the Classroom Setting. Primary responsibility for managing the classroom rests with the instructor. The instructor may direct a student to leave the class if the student engages in any behaviour that disrupts the classroom setting. If necessary, Ambrose security will be contacted to escort the student from class. Please refer to your professor regarding their electronic etiquette expectations.

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. 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.

Academic Policies
It is the responsibility of all students to become familiar with and adhere to academic policies as stated in the Academic Calendar. The academic calendar can be found at https://ambrose.edu/academics/academic-calendar

Privacy
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.

Coursework Extensions
Should a request for a time extension on coursework exceed the end of the term, a *Coursework Extension Application* must be completed and submitted to the Office of the Registrar. The extension (if granted) will be recorded on the student record. Extensions are granted at the discretion of the instructor and registrar. Normally, Course Extension Applications will be considered only when all of the following conditions are met:

- the quality of prior course work has been satisfactory;
- circumstances beyond your control, such as an extended illness or death of a family member, make it impossible for you to complete the course work on time; and
- you submit *Coursework Extension Application* to the Office of the Registrar on or before the deadline specified in the Academic Schedule.

If granted, time extensions do not excuse you from a final examination where one has been scheduled for the course. A temporary grade of TX will be assigned until a final grade is submitted in accordance with the new deadline. A final grade of F will apply to:

- all course work submitted after the end of the semester unless a coursework extension has been granted; and all course work submitted after the revised due date provided by an approved extension to coursework.

Academic Success and Supports

Accessibility Services
Academic accommodation is provided to Ambrose students with disabilities in accordance with the Alberta Human Rights Act and the Canadian Charter of Rights and Freedoms. Provision of academic accommodation does not lower the academic standards of the university nor remove the need for evaluation and the need to meet essential learning outcomes. Reasonable accommodations are tailored to the individual student, are flexible, and are determined by considering the barriers within the unique environment of a postsecondary institution. It can take time to organize academic accommodations and funding for disability-related services.

Students with a disability who wish to have an academic accommodation are encouraged to contact Accessibility Services as early as possible to ensure appropriate planning for any needs that may include accommodations. Staff can then meet with students to determine areas to facilitate success, and if accommodations are required, ensure those accommodations are put in place by working with faculty.

Ambrose Writing Services
Ambrose Writing services provides academic support in the four foundational literacy skills—listening, speaking, reading, and writing. It also assists students with critical thinking and the research process. Throughout the academic year, students can meet with a writing tutor for personalized support, or they can attend a variety of workshops offered by Academic Success. These services are free to students enrolled at Ambrose University. Academic Success serves all students in all disciplines and at all levels, from history to biology and from theatre to theology. To learn more, please visit https://ambrose.edu/sas/writing-services

Ambrose Tutoring Services
Ambrose Tutoring Services provides support in specific disciplinary knowledge, especially in high-demand areas such as chemistry, philosophy, math and statistics, and religious studies. These tutors also coach students in general study skills, including listening and note-taking. During the academic year, Ambrose Tutoring Services offers drop-in tutoring for courses with high demand; for other courses, students can book a one-to-one appointment with a tutor in their discipline. These services are free to students enrolled at Ambrose University. To learn more, please visit https://ambrose.edu/tutoring.

Mental Health Support
All of us need a support system. We encourage students to build mental health supports and to reach out when help is needed.

On Campus:
- Counselling Services: ambrose.edu/counselling
- Peer Supportive Listening: One-to-one support in Student Life office. Hours posted at ambrose.edu/wellness.
- For immediate crisis support, there are staff on campus who are trained in Suicide Intervention and Mental Health First Aid. See https://ambrose.edu/student-life/crisissupport for a list of staff members.

Off Campus:
- Distress Centre - 403-266-4357
- Sheldon Chumir Health Care Centre - 403-955-6200
- Emergency - 911

Sexual Violence Support
All staff, faculty, and Residence student leaders have received *Sexual Violence Response to Disclosure* training. We will support you and help you find the resources you need. There is a website with on and off campus supports – ambrose.edu/sexual-violence-response-and-awareness.

Off Campus:

- Clinic: Sheldon Chumir Health Centre - 403-955-6200
- Calgary Communities Against Sexual Abuse - 403-237-5888

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