# Syllabus

**MGMT 3023 Z01 Introduction to Business Analytics**

**Summer 2020**

<table>
<thead>
<tr>
<th>Instructor’s Name</th>
<th>Arshad Alam</th>
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</thead>
<tbody>
<tr>
<td><strong>Course Abbreviation &amp; Number</strong></td>
<td>MGMT 3023 Z01 CRN 32926</td>
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<tr>
<td><strong>Office Location</strong></td>
<td>Agriculture/Business Building, Room 357</td>
</tr>
<tr>
<td><strong>Office Phone</strong></td>
<td>936-261-9281</td>
</tr>
<tr>
<td><strong>Email Address</strong></td>
<td><a href="mailto:aralam@pvamu.edu">aralam@pvamu.edu</a></td>
</tr>
<tr>
<td><strong>Communication</strong></td>
<td>The only way to communicate with me is through email. All emails will receive a response, most likely within 24 hours, and definitely within 48 hours. Emails should be sent to me to my PVAMU email address and not using the Mail function of e-Courses. It is also essential that you check your PVAMU email regularly for communication from me regarding assignments, quizzes and exam dates.</td>
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<tr>
<td><strong>Mode of Instruction</strong></td>
<td>100 % Online</td>
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<td><strong>Class Days &amp; Times</strong></td>
<td>100% online; lecture slides and other subject material will be posted on ecourses. Zoom class meetings, at which attendance is mandatory, will be held as follows: Mondays, Wednesdays &amp; Thursday: 10 am; Tuesdays: 2 pm</td>
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<tr>
<td><strong>Course Overview</strong></td>
<td>Quantitative techniques are important as a tool in decision making. They assist in analysis of situations and aid managerial decision making. The objective of the course is to introduce the students to basic mathematical and statistical methods for solving problems in business and make decisions. The course will enable students to get hands on expertise in the application of these tools.</td>
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| **Required Text**                  | 1. *Essentials of Business Analytics, 2e*  
  OR  
  2. *Business Analytics 4th edition*  
  You may visit the following microsite to access the book. [http://services.cengagebrain.com/course/site.html?id=4501440](http://services.cengagebrain.com/course/site.html?id=4501440) |
Student Learning Outcomes

<table>
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<tr>
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<th>Upon successful completion of this course, students will be able to:</th>
<th>Alignment with Academic Program Learning Goals</th>
<th>Alignment with Core Curriculum Learning Goals</th>
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<tbody>
<tr>
<td>1</td>
<td>Have a basic understanding of the value and use of quantitative methods in business and decision making.</td>
<td>Mastery of Content</td>
<td>Critical thinking</td>
</tr>
<tr>
<td>2</td>
<td>Develop an understanding of a variety of quantitative and statistical techniques that can be applied to a wide range of business situations.</td>
<td>Mastery of Content</td>
<td>Critical thinking Empirical &amp; Quantitative Skills</td>
</tr>
<tr>
<td>3</td>
<td>Learn to utilize the tools needed in business decision making.</td>
<td>Mastery of Content</td>
<td>Critical thinking Empirical &amp; Quantitative Skills</td>
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</table>

Major Course Requirements:

Method of Determining Final Course Grade: This course will utilize the following instruments to determine student grades and proficiency of the learning outcomes.

1. Class participation: 10 pts.
2. Assignments (around 4): 30 pts.
4. Final Exam: 30 pts.
Total: 100 pts.

Assignments
Around 4 assignments will be given during the course. These are likely to cover the following topics.
(i) Excel Applications
(ii) Spreadsheet Modeling
(iii) Linear Optimization
(iv) Linear Regression

Grading
A: 90% +
B: 80-89 %
C:70-79 %
D:60-69%

The instructor may “scale” grades up, resulting in a semester grade higher than the minimum indicated above. The instructor may adjust individual grades down in the following cases: 1) Cases of academic dishonesty; 2) Other improper student behavior

Course Procedures or Additional Instructor Policies
Taskstream: Taskstream is a tool that Prairie View A&M University uses for assessment purposes. At least one of your assignments may be required to be submitted as an “artifact,” an item of coursework that serves as evidence that course objectives are met. More information will be provided during the semester, but for general information, you can visit Taskstream via the link in e-Courses.

Attendance/class policy: Attendance is mandatory. Late arrivals are not allowed. I reserve the right to lock the classroom door after the scheduled class start time. Please do not knock on the door if it is locked. To avoid disruptions please mute all cell phones during class lectures. Earphones are not allowed. To prevent web surfing or checking of e-mail during the class the use of computers in class is NOT allowed unless specifically permitted by me. Civility is expected from all students. Inappropriate language in your interaction with fellow students or with the instructor will lead to disciplinary action.
Submission of assignments: All assignments will be posted on e-Courses. All assignments should be neatly and professionally done. No extension of the due date will be provided.

Quizzes: These will invariably be on the current topic being covered in class. Quizzes are open book, would normally be of 30-45 minutes duration and is likely to be administered at the beginning of class. There are no make-up quizzes for being absent or being late for class.

Exam: The Final Exam is cumulative, open book and of 2 hr. duration. The date of the Final Exam will be communicated through e-course and email. No makeup exam will be given unless it is clearly established that the student was unable to take the exam for genuinely unavoidable reason.

Communication: The only way to communicate with me is through email. All emails will receive a response from the instructor, most likely within 24 hours, and definitely within 48 hours. Emails should be sent to me to my PVAMU email address and not using the Mail function of e-courses.

Course Schedule: A tentative course schedule is indicated below.

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>Chapter</th>
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<tbody>
<tr>
<td>Week 1</td>
<td>Descriptive Statistics and Excel Applications (Data, measures of location, variability, distributions)</td>
<td>Ch. 2, 3</td>
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<tr>
<td>Week 2</td>
<td>Spreadsheet Models (building spreadsheet models, what if analysis)</td>
<td>Ch. 10</td>
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<tr>
<td>Week 3</td>
<td>Linear Optimization Models (problem formulation, solving linear programs with Excel Solver, sensitivity report and its interpretation)</td>
<td>Ch. 11</td>
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<td>Week 4</td>
<td>Linear Regression</td>
<td>Ch. 7</td>
</tr>
<tr>
<td>Week 5</td>
<td>Linear Regression</td>
<td>Ch. 7</td>
</tr>
<tr>
<td>June 29</td>
<td>Final Exam</td>
<td>Ch. 7</td>
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</table>

Student Support and Success

John B. Coleman Library
The library and its partners have as their mission to provide resources and instructional material in support of the evolving curriculum, as a partner in Prairie View A&M University's mission of teaching, research, and service and to support the University's core values of access and quality, diversity, leadership, relevance, and social responsibility through emphasis on ten key areas of service. It maintains library collections and access both on campus, online, and through local agreements to further the educational goals of students and faculty. [https://www.pvamu.edu/library/](https://www.pvamu.edu/library/)

Phone: 936-261-1500

The Learning Curve (Center for Academic Support)
The Learning Curve offers Tutoring via peer tutoring. The services include workshops (i.e., Save My Semester, Recalculate Your Route), seminars (i.e., Tools You Can Use: TI-84), group review sessions (i.e., College Algebra Topic Reviews, GRE Preparation), group study opportunities (i.e., TSIA, HESI, Study Break, Exam Cram), and test-taking strategies (How to take Notes, Study Buddy, 5 Day Study Guide). The Learning Curve is a nationally certified tutoring program through the National Tutoring Association. The peer tutors are trained and certified by the coordinator each semester. Location: J.B. Coleman Library Rm. 207F. Phone: 936-261-1561

The Center for the Oversight and Management of Personalized Academic Student Success (COMPASS)
The Center for the Oversight and Management of Personalized Academic Student Success (COMPASS) is designed to help Prairie View students in their second year and beyond navigate towards graduation by providing the following
services: Academic Advisement, Targeted Tutorials for Personalized Learning, Campus-Wide Referrals, and Academic & Social Workshops. Location: J.B. Coleman Library Rm. 306. Phone: 936-261-1040

Writing Center
The Writing Center provides student consultants on all aspects of the writing process and a variety of writing assignments. Writing Center consultations assist students in such areas as prewriting, brainstorming, audience awareness, organization, research, and citation. Students taking on-line courses or courses at the Northwest Houston Center or College of Nursing may consult remotely or by email. Location: Hilliard Hall Rm. 121. Phone: 936-261-3724.

Student Counseling Services
The Student Counseling Services unit offers a range of services and programs to assist students in maximizing their potential for success: short-term individual, couples, and group counseling, as well as crisis intervention, outreach, consultation, and referral services. The staff is licensed by the State of Texas and provides assistance to students who are dealing with academic skills concerns, situational crises, adjustment problems, and emotional difficulties. Information shared with the staff is treated confidentially and in accordance with Texas State Law. Location: Owens-Franklin Health Center Rm. 226. Phone: 936-261-3564

Testing
The Department of Testing administers College Board CLEP examinations, the HESI A2 for pre-nursing majors, LSAT for law school applicants and MPRE for second-year law students, the Experiential Learning Portfolio option, the Texas Success Initiative (TSI) Assessment, which determines college readiness in the state, and exam proctoring, among other service such as SAT and ACT for high school students. Location: Delco Rm. 141. Phone: 936-261-4286

Office of Diagnostic Testing and Disability Services
As a federally-mandated educational support unit, the Office of Disability Services serves as the repository for confidential disability files for faculty, staff, and students. For persons with a disability, the Office develops individualized ADA letters of request for accommodations. Other services include: learning style inventories, awareness workshops, accessibility pathways, webinars, computer laboratory with adapted hard and software, adapted furniture, proctoring of non-standardized test administrations, ASL interpreters, ALDs, digital recorders, livescribe, Kurtzweil, and a comprehensive referral network across campus and the broader community. Location: Evans Hall Rm. 317. Phone: 936-261-3585

Veterans Affairs
Veterans Services works with student veterans, current military and military dependents to support their transition to the college environment and continued persistence to graduation. The Office coordinates and certifies benefits for both the G.I. Bill and the Texas Hazlewood Act. Location: Evans Hall Rm. 323. Phone: 936-261-3563

Office for Student Engagement
The Office for Student Engagement delivers comprehensive programs and services designed to meet the co-curricular needs of students. The Office implements inclusive and accessible programs and services that enhance student development through exposure to and participation in diverse and relevant social, cultural, intellectual, recreational, community service, leadership development and campus governance. Location: Memorial Student Center Rm. 221. Phone: 936-261-1340

Career Services
Career Services supports students through professional development, career readiness, and placement and employment assistance. The Office provides one-on-one career coaching, interview preparation, resume and letter writing, and career exploration workshops and seminars. Services are provided for students at the Northwest Houston Center and College of Nursing in the Medical Center twice a month or on a requested basis. Distance Learning students are encouraged to visit the Career Services website for information regarding services provided. Location: Evans Hall Rm. 217. Phone: 936-261-3570

University Rules and Procedures
Disability Statement (Also See Student Handbook):
The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If
you believe you have a disability requiring an accommodation, please contact Disability Services, in Evans Hall, Room 317, or call 936-261-3585/3.

**Academic Misconduct (See Student Handbook):**
You are expected to practice academic honesty in every aspect of this course and all other courses. Make sure you are familiar with your Student Handbook, especially the section on academic misconduct. Students who engage in academic misconduct are subject to university disciplinary procedures.

**Forms of Academic Dishonesty:**
1. Cheating: deception in which a student misrepresents that he/she has mastered information on an academic exercise that he/she has not mastered; giving or receiving aid unauthorized by the instructor on assignments or examinations.
2. Academic misconduct: tampering with grades or taking part in obtaining or distributing any part of a scheduled test.
3. Fabrication: use of invented information or falsified research.
4. Plagiarism: unacknowledged quotation and/or paraphrase of someone else’s words, ideas, or data as one’s own in work submitted for credit. Failure to identify information or essays from the Internet and submitting them as one’s own work also constitutes plagiarism.

**Nonacademic Misconduct (See Student Handbook)**
The university respects the rights of instructors to teach and students to learn. Maintenance of these rights requires campus conditions that do not impede their exercise. Campus behavior that interferes with either (1) the instructor’s ability to conduct the class, (2) the inability of other students to profit from the instructional program, or (3) campus behavior that interferes with the rights of others will not be tolerated. An individual engaging in such disruptive behavior may be subject to disciplinary action. Such incidents will be adjudicated by the Dean of Students under nonacademic procedures.

**Sexual Misconduct (See Student Handbook):**
Sexual harassment of students and employers at Prairie View A&M University is unacceptable and will not be tolerated. Any member of the university community violating this policy will be subject to disciplinary action.

**Title IX Statement**
Prairie View A&M University (PVAMU) is committed to supporting students and complying with the Texas A&M University System non-discrimination policy. It seeks to establish an environment that is free of bias, discrimination, and harassment. If you experience an incident of sex- or gender-based discrimination, including sexual harassment, sexual assault or attempted sexual assault, we encourage you to report it. While you may talk to a faculty member about an incident of misconduct, the faculty member must report the basic facts of your experience to Ms. Alexia Taylor, PVAMU’s Title IX Coordinator. If you would like to speak with someone who may be able to afford you privacy or confidentiality, there are individuals who can meet with you. The Title IX Coordinator is designated to handle inquiries regarding non-discrimination policies and can assist you with understanding your options and connect you with on- and off-campus resources. The Title IX Coordinator can be reached by phone at 936-261-2123 or in Suite 013 in the A.I. Thomas Administration Building.

**Class Attendance Policy (See Catalog for Full Attendance Policy)**
Prairie View A&M University requires regular class attendance. Attending all classes supports full academic development of each learner whether classes are taught with the instructor physically present or via distance learning technologies such as interactive video and/or internet.

Excessive absenteeism, whether excused or unexcused, may result in a student’s course grade being reduced or in assignment of a grade of "F". Absences are accumulated beginning with the first day of class during regular semesters and summer terms. Each faculty member will include the University’s attendance policy in each course syllabus.

**Student Academic Appeals Process**
Authority and responsibility for assigning grades to students rests with the faculty. However, in those instances where students believe that miscommunication, errors, or unfairness of any kind may have adversely affected the instructor's assessment of their academic performance, the student has a right to appeal by the procedure listed in the Undergraduate Catalog and by doing so within thirty days of receiving the grade or experiencing any other problematic academic event that prompted the complaint.
**TECHNICAL CONSIDERATIONS**

**Minimum Recommended Hardware and Software:**
- Intel PC or Laptop with Windows 7; Mac with OS X; Smartphone or iPad/Tablet with Wi-Fi
- High speed Internet access
- 8 GB Memory
- Hard drive with 320 GB storage space
- 15” monitor, 800x600, color or 16 bit
- Sound card w/speakers
- Microphone and recording software
- Keyboard & mouse
- Most current version of Google Chrome, Safari, Internet Explorer or Firefox

**Note:** Be sure to enable Java & pop-ups in the Web browser preferences

**Participants should have a basic proficiency of the following computer skills:**
- Sending and receiving email
- A working knowledge of the Internet
- Proficiency in Microsoft Word (or a program convertible to Word)
- Proficiency in the Acrobat PDF Reader
- Basic knowledge of Windows or Mac O.S.

**Netiquette (online etiquette):**
Students are expected to participate in all discussions and virtual classroom chats as directed. Students are to be respectful and courteous to others on discussions boards. Foul or abusive language will not be tolerated.

**Technical Support:**
Students should go to https://mypassword.pvamu.edu/ if they have password issues. The page will provide instructions for resetting passwords and contact information if login issues persist. For other technical questions regarding eCourses, call the Office of Distance Learning at 936-261-3283

**Communication Expectations and Standards:**
Emails or discussion postings will receive a response from the instructor, usually in less than 48 hours. Urgent emails should be marked as such. Check regularly for response.