BUSN250

Course Summary

Course : BUSN250 **Title :** Analytics I
Length of Course : 8
Prerequisites : N/A **Credit Hours :** 3

Description

Course Description: This course is designed to provide a foundational knowledge in analytics, and how it is used in business to strengthen the decision-making process. As technology has changed the landscape of business processes, it has also created a necessity for decision-makers to have the ability to use various tools to create, manipulate, and report data. Students will learn operational statistical theories, software options to work with data, and begin to integrate concepts into objective decision-making.

Course Scope:

This course is designed for students majoring in a business administration or management field of study. The emphasis of the course will be on the appropriate use of business analytics, modeling, and data classifications as well as support systems. Students are expected to extrapolate the information from course materials, research, and class collaboration. Students will gain and understanding of how to integrate business analytic modeling with Microsoft Excel and the use of worksheets and formulas. Students are expected to have basic computer and critical thinking skills.

Objectives

After successfully completing this course, you will be able to

CO-1 Compare and contrast data, information and knowledge within organizational contexts.

CO-2 Compare and contrast the data elements commonly used in a spreadsheet format repository of data.

CO-3 Compute means, medians, modes and standard deviations of small data sets to demonstrate knowledge of descriptive statistics.

CO-4 Compare metrics (measures) used in one's organization with that of competitors.

CO-5 Classify existing sources of data within the workplace setting.

CO-6 Describe the elements of the information infrastructure within an organization

CO-7 Interpret the meaning of means, medians, modes and standard deviations within an applied context at work.

CO-8 Use Data Visualization Software Features Within Spreadsheet, Statistical, and Data Visualization Programs.

Outline

Week 1: Introduction to the Business Analytics

Course Objectives

CO1: Compare and contrast data, information and knowledge within organizational contexts.

CO2: Compare and contrast the data elements commonly used in a spreadsheet format repository of data.

CO3: Compute means, medians, modes and standard deviations of small data sets to demonstrate knowledge of descriptive statistics.

CO7: Interpret the meaning of means, medians, modes and standard deviations within an applied context at work.

Recommended Media

Week 2: Spreadsheet applications

Course Objectives

CO1: Compare and contrast data, information and knowledge within organizational contexts.

CO2:Compare and contrast the data elements commonly used in a spreadsheet format repository of data.

Week 3: Creating Microsoft Excel Charts

Course Objectives

CO1: Compare and contrast data, information and knowledge within organizational contexts.

CO2: Compare and contrast the data elements commonly used in a spreadsheet format repository of data.

CO3: Compute means, medians, modes and standard deviations of small data sets to demonstrate knowledge of descriptive statistics.

CO4: Compare metrics (measures) used in one's organization with that of competitors.

Week 4: Descriptive Statistical Measures

Course Objectives

CO3: Compute means, medians, modes and standard deviations of small data sets to demonstrate knowledge of descriptive statistics.

CO4: Compare metrics (measures) used in one's organization with that of competitors.

CO5: Classify existing sources of data within the workplace setting.

CO6: Describe the elements of the information infrastructure within an organization

CO7: Interpret the meaning of means, medians, modes and standard deviations within an applied context at work.

Week 5: Probability Distributions and Data Modeling

Course Objectives

CO3: Compute means, medians, modes and standard deviations of small data sets to demonstrate knowledge of descriptive statistics.

CO4: Compare metrics (measures) used in one's organization with that of competitors.

CO5: Classify existing sources of data within the workplace setting.

CO6: Describe the elements of the information infrastructure within an organization

CO7: Interpret the meaning of means, medians, modes and standard deviations within an applied context at work.

Week 6: Sampling and Estimation

Course Objectives

CO1: Compare and contrast data, information and knowledge within organizational contexts.

CO2: Compare and contrast the data elements commonly used in a spreadsheet format repository of data.

CO3: Compute means, medians, modes and standard deviations of small data sets to demonstrate knowledge of descriptive statistics.

CO4: Compare metrics (measures) used in one's organization with that of competitors.

Week 7: Statistical Inference

Course Objectives

CO4: Compare metrics (measures) used in one's organization with that of competitors.

CO5: Classify existing sources of data within the workplace setting.

CO6: Describe the elements of the information infrastructure within an organization

CO7: Interpret the meaning of means, medians, modes and standard deviations within an applied context at work.

CO8: Use Data Visualization Software Features Within Spreadsheet, Statistical, and Data Visualization Programs.

Week 8: Predictive Modeling and Analysis

Course Objectives

CO3: Compute means, medians, modes and standard deviations of small data sets to demonstrate knowledge of descriptive statistics.

CO4: Compare metrics (measures) used in one's organization with that of competitors.

CO6: Describe the elements of the information infrastructure within an organization

CO7: Interpret the meaning of means, medians, modes and standard deviations within an applied context at work.

CO8: Use Data Visualization Software Features Within Spreadsheet, Statistical, and Data Visualization Programs.

Evaluation

Grading:

Name	Grade %

Materials

Book Title: You must validate your cart to get access to your VitalSource e-book(s). If needed, instructions are available here - http://apus.libguides.com/bookstore/undergraduate

Author: N/A

Publication Info: N/A

ISBN: N/A

Book Title: Business Analytics, 2nd Ed - the VitalSource eBook will be provided through the APUS Bookstore.

Author: Evans, James R.

Publication Info: Pearson

ISBN: 9780321997821

Book Title: Students must have access to the required software. APUS does not supply this software. The listing can be found at http://apus.libguides.com/bookstore

Author: N/A

Publication Info: N/A

ISBN: N/A

Web Sites

In addition to the required course texts, the following public domain web sites are useful. Please abide by the university's academic honesty policy when using Internet sources as well. Note web site addresses are subject to change.

Site Name	Web Site URL/Address
American Psychological Association (APA) Style Website	www.apastyle.org
Purdue Online Writing Lab	http://owl.english.purdue.edu/owl/resource/560/01/
YouTube Video on Formatting an APA Style Paper	http://www.youtube.com/watch?v=9pbUoNa5tyY&feature=related
Microsoft Office Training Website	http://office.microsoft.com/en-us/support/training-FX101782702.aspx
YouTube Videos on Microsoft Excel for Beginners	http://www.youtube.com/playlist?list=PL6D44A8F7E77DB825
Business Analytics Techniques	http://www.businessanalytics.com/

Course Guidelines

Citation and Reference Style

Attention Please: Students will follow the APA Format as the sole citation and reference style used in written work submitted as part of coursework to the University. Assignments completed in a narrative essay or composition format must follow the citation style cited in the APA Format.

Late Assignments

Students are expected to submit classroom assignments by the posted due date and to complete the course according to the published class schedule. The due date for each assignment is listed under each Assignment. As adults, students, and working professionals, I understand you must manage competing demands on your time. We all know that "life happens" but it is important to adhere as closely to the deadlines in the class as possible.

Should you need additional time to complete an assignment, please contact me before the due date so we

can discuss the situation and determine an acceptable resolution. If arrangements are not made in advance, a late penalty of 10% will be assessed for any assignment submitted 1-7 days past the due date. Assignments will not be accepted after the 7th day. No work will be accepted past the final day of class.

Netiquette

Online universities promote the advancement of knowledge through positive and constructive debate – both inside and outside the classroom. Forums on the Internet, however, can occasionally degenerate into needless insults and "flaming." Such activity and the loss of good manners are not acceptable in a university setting – basic academic rules of good behavior and proper "Netiquette" must persist. Remember that you are in a place for the rewards and excitement of learning which does not include descent to personal attacks or student attempts to stifle the Forum of others.

- **Technology Limitations:** While you should feel free to explore the full-range of creative composition in your formal papers, keep e-mail layouts simple. The Sakai classroom may not fully support MIME or HTML encoded messages, which means that bold face, italics, underlining, and a variety of color-coding or other visual effects will not translate in your e-mail messages.
- **Humor Note:** Despite the best of intentions, jokes and especially satire can easily get lost or taken seriously. If you feel the need for humor, you may wish to add "emoticons" to help alert your readers: ;-), :).

Disclaimer Statement

Course content may vary from the outline to meet the needs of this particular group.

Academic Services

The Online Library is available to enrolled students and faculty from inside the electronic campus. This is your starting point for access to online books, subscription periodicals, and Web resources that are designed to support your classes and generally not available through search engines on the open Web. In addition, the Online Library provides access to special learning resources, which the University has contracted to assist with your studies. Questions can be directed to **librarian@apus.edu**.

- *Charles Town Library and Inter Library Loan:* The University maintains a special library with a limited number of supporting volumes, collection of our professors' publication, and services to search and borrow research books and articles from other libraries.
- *Electronic Books:* You can use the online library to uncover and download over 50,000 titles, which have been scanned and made available in electronic format.
- *Electronic Journals:* The University provides access to over 12,000 journals, which are available in electronic form and only through limited subscription services.
- *Tutor.com*: AMU and APU Civilian & Coast Guard students are eligible for 10 free hours of tutoring provided by APUS. Tutor.com connects you with a professional tutor online 24/7 to provide help with assignments, studying, test prep, resume writing, and more. Tutor.com is tutoring the way it was meant to be. You get expert tutoring whenever you need help, and you work one-to-one with your tutor in your online classroom on your specific problem until it is done.
- *Disability Accommodations*: Students are encouraged email dsa@apus.edu to discuss potential academic accommodations and begin the review process.

Request a Library Guide for your course (http://apus.libguides.com/index.php)

The AMU/APU Library Guides provide access to collections of trusted sites on the Open Web and licensed resources on the Deep Web. The following are specially tailored for academic research at APUS:

- Program Portals contain topical and methodological resources to help launch general research in the degree program. To locate, search by department name, or navigate by school.

- Course Lib-Guides narrow the focus to relevant resources for the corresponding course. To locate,

search by class code (e.g., SOCI111), or class name.

If a guide you need is not available yet, please email the APUS Library: librarian@apus.edu.

Turnitin.com

Faculty may require assignments be submitted to Turnitin.com. Turnitin.com will analyze a paper and report instances of potential plagiarism for the student to edit before submitting it for a grade. In some cases professors may require students to use Turnitin.com. This is automatically processed through the Assignments area of the course.

University Policies

Student Handbook

- Drop/Withdrawal policy
- Extension Requests
- Academic Probation
- Appeals
- Disability Accommodations

The mission of American Public University System is to provide high quality higher education with emphasis on educating the nation's military and public service communities by offering respected, relevant, accessible, affordable, and student-focused online programs that prepare students for service and leadership in a diverse, global society.

STUDENT WARNING: This course syllabus is from a previous semester archive and serves only as a preparatory reference. Please use this syllabus as a reference only until the professor opens the classroom and you have access to the updated course syllabus. Please do NOT purchase any books or start any work based on this syllabus; this syllabus may NOT be the one that your individual instructor uses for a course that has not yet started. If you need to verify course textbooks, please refer to the online course description through your student portal. This syllabus is proprietary material of APUS.