

# BUSN350

**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.

## Course Summary

**Course :** BUSN350 **Title :** Analytics II

**Length of Course :** 8

**Prerequisites :** BUSN250 **Credit Hours :** 3

## Description

**Course Description:** This course is designed to provide an intermediate knowledge in analytics, and how it is used in business to strengthen the decision-making process. Students will focus on managerial level of statistical methods, advanced Excel functionality, and continue to work on applying concepts to strengthen the ability to integrate concepts into objective decision-making processes. (Prerequisite: BUSN250)

### 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, predictive modeling analytics, prescriptive analytics, and decision analysis as well as six-sigma quality control approaches. Students are expected to extrapolate the information from course materials, research, and class collaboration. Students will gain an understanding of multiple analytic models 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:** Differentiate between quantitative and qualitative data

**CO-2:** Assess the elements that can be codified in quantitative and/or qualitative fashion, given specific organizational processes.

**CO-3:** Analyze how the range of possible correlation values are used to inform the degree of association among variables.

**CO-4:** Integrate the use of normal distributions with six-sigma quality control approaches, and risk aversion.

**CO-5:** Analyze the implications on the business decision-making process when given a set of descriptive statistics.

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# Outline

## Week 1: Regression Analysis

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### Course Objectives

CO#1: Differentiate between quantitative and qualitative data

CO#2: Assess the elements that can be codified in quantitative and/or qualitative fashion, given specific organizational processes.

### Readings

Ch7

### Assignments

Problem: 7.24 page 229

## Week 2: Forecasting Techniques

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### Course Objectives

CO#2: Assess the elements that can be codified in quantitative and/or qualitative fashion, given specific organizational processes.

CO#3: Analyze how the range of possible correlation values are used to inform the degree of association among variables.

CO#4: Integrate the use of normal distributions with six-sigma quality control approaches.

### Readings

Ch8

### Assignments

W2 Forum

Problem: 8.11 & 8.12 page 269

## Week 3: Simulation and Risk Analysis

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### Course Objectives

CO#3: Analyze how the range of possible correlation values are used to inform the degree of association among variables.

CO#4: Integrate the use of normal distributions with six-sigma quality control approaches.

CO#5: Analyze the implications on the business decision-making process when given a set of descriptive statistics.

### Readings

Ch9

## Assignments

W3 Forum

Problem: 9.17 page 299

## **Week 4: Introduction in Data Mining**

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### Course Objectives

CO#1: Differentiate between quantitative and qualitative data

CO#2: Assess the elements that can be codified in quantitative and/or qualitative fashion, given specific organizational processes.

CO#3: Analyze how the range of possible correlation values are used to inform the degree of association among variables.

### Readings

Ch11

## Assignments

W4 Forum

Problem: 11.6 page 372

## **Week 5: Linear Optimization**

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### Course Objectives

CO#1: Differentiate between quantitative and qualitative data

CO#2: Assess the elements that can be codified in quantitative and/or qualitative fashion, given specific organizational processes.

CO#3: Analyze how the range of possible correlation values are used to inform the degree of association among variables.

CO#5: Analyze the implications on the business decision-making process when given a set of descriptive statistics.

### Readings

Ch10

## Assignments

W5 Forum

Problem: 10.21 page 339

## **Week 6: Applications of Linear Optimization**

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### Course Objectives

CO#1: Differentiate between quantitative and qualitative data

CO#2: Assess the elements that can be codified in quantitative and/or qualitative fashion, given specific organizational processes.

CO#5: Analyze the implications on the business decision-making process when given a set of descriptive statistics.

Readings

Ch13

Assignments

W6 Forum

Problem: 13.2 page 450

## **Week 7: Six Sigma Methodology**

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Course Objectives

CO#3: Analyze how the range of possible correlation values are used to inform the degree of association among variables.

CO#4: Integrate the use of normal distributions with six-sigma quality control approaches.

CO#5: Analyze the implications on the business decision-making process when given a set of descriptive statistics.

Readings

Open

Sources

Assignments

W7 Forum

W7 Assignment

## **Week 8: Review of Course Topics**

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Course Objectives

CO#3: Analyze how the range of possible correlation values are used to inform the degree of association among variables.

CO#5: Analyze the implications on the business decision-making process when given a set of descriptive statistics.

Readings

Ch  
7-14, 18

Assignments

FINAL EXAM

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## Evaluation

### Grading:

Name	Grade %
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## 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

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## 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    [www.apastyle.org](http://www.apastyle.org)  
(APA) Style  
Website

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>

Regression  
Examples [http://www.stat.ufl.edu/~winner/Regression\\_Examples.html](http://www.stat.ufl.edu/~winner/Regression_Examples.html)

YouTube  
Videos on  
Microsoft  
Excel for  
Beginners <http://www.youtube.com/playlist?list=PL6D44A8F7E77DB825>

Business  
Analytics  
Techniques <http://www.businessanalytics.com/>

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## 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: ;-), :), J

### **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](mailto: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](http://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](mailto: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., SOC111), or class name.

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

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# 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.

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