Course Description: This is the second course in Business Analytics and is a continuation of BMGT 1391 Business Analytics I. The objective of the course is to give students a broad overview of the various aspects of business data analytics such as exploring, visualization, modeling, and interpreting data.

Course Pre-requisites: A basic statistics course such as MATH 1342/2342 is highly recommended but not required and BMGT 1391 Business Analytics I is a requirement.

Course Materials/Supplies Needed
Author – James R. Evans
Publisher: Pearson Higher Education
And
Microsoft Excel for MAC or Windows at least version 2007

BMGT 1391 Business Analytics II is an upper division business course. BMGT 1391 Business Analytics falls in the discipline of ‘Information Systems or Technology’.

All students are required to have a minimum of 24 semester credit hours of business courses that must include a mandatory two hours of an approved communications course. The 24 hours of upper division business course does not include Accounting Ethics. Accounting Ethics is in
addition to the 24 semester credit hours of upper division business courses. These business courses are NOT upper division accounting courses.

Student Learning Outcomes:

- Learn different types of statistical forecasting models
- Explain how regression techniques can be used to forecast with explanatory or casual variables
- Demonstrate an understanding of data mining
- Demonstrate an understanding of cluster analysis and apply cluster analysis techniques such as XLMiner
- Explain how to use simple mathematics and influence diagrams to help develop predictive analytics models
- Apply principles of spreadsheet engineering to designing and implementing spreadsheet models
- Perform what-if analysis on spreadsheet models
- Use Excel tools to create user-friendly Excel models and applications
- Explain the concept and importance of analyzing risk in business decisions
- Conduct Monte Carlo simulation using historical data and resampling techniques
- Implement linear model optimization model on spreadsheets
- Use Excel to evaluate scenarios and visualize results for linear optimization models and gain practical insights into the solutions
- Recognize when to use integer variables in optimization models
- Assess risk in choosing a decision
- Find the risk profile for a decision strategy

Evaluation Procedures:

Eight Blackboard Chapter Homework Assignments at 5% each = 40%
Two Quizzes at 10% each = 20%
Comprehensive Final Exam at 40%

Blackboard Chapter Homework Assignments:
There are eight Blackboard Chapter Homework Assignments. Each chapter is weighted at five percent or five points of the overall grade. Each chapter has a different number of exercises and problems that are required to be submitted in Blackboard. The assignments are individual assignments. The answers to the assignments will be released after the due date. Late assignments are not accepted. See the course webpage at ecampus.dcccd.edu for more information

Quizzes:
There are two on-line quizzes. Each quiz is valued at 10% or 10 points of the overall grade. The quizzes are timed utilizing Respondus LockDown Browser. There is one attempt on each quiz. You will be given a 48-hour window of opportunity to complete the quizzes. When you start the quiz you must complete the quiz within the time limit. The quiz must be completed utilizing Respondus LockDown Browser (RLB). You must install RLB on your computer. I do not install it for you. If you need support please call ecampus support at 972.669.6402.

Comprehensive Final Exam:
The comprehensive final exam is mandatory and not optional. The final exam will be administered on, May 11, 2016 and March 12, 2016. The final exam is comprehensive and covers Chapters 09 to 16.
**Grading Scale:**
There is not a curve or grading adjustment in the course. There is **NO** rounding of grades.

- 90% to 100% = A
- 80% to 89.9999% = B
- 70% to 79.9999% = C
- 60% to 69.9999% = D
- 59.9999% and below = F

Do not ask for grades and do not state you need a certain grade or need to pass the course for any reason. Those reasons are not valid. There is not any extra credit assignments therefore do not ask for extra credit work.

**Grade Protest:**
You must protest any grade result within two weeks of any work such as homework, projects and/or exams. There is no extension. If you do not protest any grade within two weeks after your grade has been submitted to you either on black board, MBC on in the classroom (such as distribution of exam grades) then the protest period is expired and your grade will not be changed after the expiration period.

**Instructor Attendance Policy:**
There is not an attendance policy for the course. The course is an online course. You are not responsible for driving to Mountain View College to complete any part of the course. You have the capability of logging onto your course 24/7 at your discretion. It is your responsibility to read all information on the course webpage at ecampus.dcccd.edu. If you have any questions please feel free to email the instructors and/or your classmates for assistance.

**Late Work Policy:** Late work is not accepted. You will receive an automatic ‘0’ for not submitting any work by the due date. Completing the homework does not guarantee you a 100% on the assignments. The assignments are graded for accuracy.

**Makeup Exam Policy:** There are no make-up assignments for Chapter Homework Assignments, Quizzes, Cases and/or the Comprehensive Final Exam. The failure to submit any assignment by the due date will result in a 0 for the particular assignment.

**College Sponsored Events:** If you are in any College sponsored events in which the quizzes and final exam conflicts with activities such as a baseball game, a basketball game or some other college sponsored event you must inform me the first week of class. These are dates that are the same dates for the quizzes and comprehensive final exam. College sponsored events do not change or extend any dates for homework. I will need verification. You must notify me by March 28, 2016.

**Electronic Devices:** It is your responsibility to have access to the Internet. The college does not purchase Internet access for you to complete your work off campus. It is best to have a high speed Internet such as DSL, Cable or Fiber Optics. A dial up Internet connection will not be sufficient for the course.
**Classroom Electronic Devices:** It is your responsibility to have some form of electronic device to complete the course. You have the freedom to use any form of computer such as a MAC or Windows. You will also need access to MS Excel. The version should be 2007 or higher.

**Certification Procedures:** To be certified for the course you are required to complete the Certification Quiz and complete one assignment on or before March 29, 2016 and participating in the class work. Each student will be certified as attending and participating in the course if you score a 100% on the Certification Quiz and complete the first assignment on or before March 29, 2016 and participating in the course. Participation in the course is submitting the required homework as required. Any student who did not score a grade of 100 on the Certification Quiz and not submitted the first assignment by March 29, 2016 will not be certified for the course. A student will not be certified if he or she is only scores a 100 on the Certification Quiz – you must score a 100% on the Certification Quiz and submit one required assignment. See the course web page at ecampus.dcccd.edu for more information.

**Withdrawing from the Course:**
The withdraw date for this class is April 29, 2016. Each student is required to drop the course at his or her own discretion. I cannot drop you from the course.

**Academic Dishonesty:**
Students that caught plagiarizing an assignment will be subject to an “F” in the course and possible expulsion from the college.

*Academic honesty is expected, and integrity is valued in the Dallas County Community Colleges. Scholastic dishonesty is a violation of the Code of Student Conduct. Scholastic dishonesty includes, but is not limited to, cheating on a test, plagiarism, and collusion. As a college student, you are considered a responsible adult. Your enrollment indicates acceptance of the DCCCD Code of Student Conduct published in the DCCCD Catalog. More information is available at [https://www1.dcccd.edu/catalog/ss/code.cfm](https://www1.dcccd.edu/catalog/ss/code.cfm).*

**Institution Policies:** Please visit [http://www.mountainviewcollege.edu/](http://www.mountainviewcollege.edu/).... For a complete list of institutional policies (Stop Before You Drop; Withdrawal Policy; Repeating a Course; Financial Aid; Academic Honesty; Americans with Disabilities Act Statement; Religious Holidays; and Campus Emergency Operation Plan and Contingency Plan}
### Institutional Policies

**Mountain View College Syllabi Information**

| **6 Before You Drop** | For students who enrolled in college level courses for the first time in the Fall of 2007, Texas Education Code 51.907 limits the number of courses a student may drop. You may drop no more than 6 courses during your entire undergraduate career, unless the drop qualifies as an exception. Your campus counseling/advising center will give you more information on the allowable exceptions. Remember that once you have accumulated 6 non-exempt drops, you cannot drop any other courses with a “W.” Therefore, please exercise caution when dropping courses in any Texas Public Institution of higher learning, including all seven of the Dallas County Community Colleges. For more information, you may access: [https://econnect.dcccd.edu/eConnect/droppingfacts.html](https://econnect.dcccd.edu/eConnect/droppingfacts.html) |
| **Withdraw Policy** | If you are unable to complete this course, it is your responsibility to withdraw formally. The withdrawal request must be received in the Registrar's Office by the official drop date for this course (see Course Drop Date mentioned earlier in this syllabus). Failure to do so will result in your receiving a performance grade, usually an “F.” If you drop a class or withdraw from the college before the official drop/withdrawal deadline, you will receive a “W” (Withdraw) in each class dropped. |
| **Repeating a Course** | Effective for Fall Semester 2005, the Dallas County Community Colleges will charge additional tuition to students registering the third or subsequent time for a course. This class may not be repeated for the third or subsequent time without paying the additional tuition. Third attempts include courses taken at any of the Dallas County Community Colleges since the Fall 2002 semester. More information is available at: [http://www.dcccd.edu/pc/cost/3rdcrseattmpt/Pages/default.aspx](http://www.dcccd.edu/pc/cost/3rdcrseattmpt/Pages/default.aspx) |
| Financial Aid | Financial Aid will not be granted to students who have been certified as not attending by the certification date. In lecture classes, students must attend class prior to the certification date. Online students should follow the certification procedures as noted within the class syllabus. For certification dates, check with the division or FAO for further information. Students, who are not certified as beginning class, are responsible for any payments due as a result of non-certification, to include the dropping of courses. Students who are receiving any form of financial aid should check with the Financial Aid Office prior to withdrawing from classes. Withdrawals may affect your eligibility to receive further aid and could cause you to be in a position of repayment for the current semester. Students who fail to attend or participate after the drop date are also subject to this policy.

If you are receiving financial aid grants or loans, you must begin attendance in all classes. Do not drop or stop attending any class without consulting the Financial Aid Office. Changes in your enrollment level and failing grades may require that you repay financial aid funds. |
| Academic Dishonesty | Mountain View College and the Office of Special Services are committed to upholding the laws and the spirit of Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act (ADA) signed in 1990. |
| Religious Holidays | Absences for observance of a religious holy day are excused. A student whose absence is excused to observe a religious holy day is allowed to take a make-up examination or complete an assignment within a reasonable time after the absence. |
| Campus Emergency Operation Plan and Contingency Plan. | Mountain View College has developed policies and procedures for dealing with emergencies that may occur on campus. A synopsis of emergency procedures can be found at: [http://www.mountainviewcollege.edu/business/police/Pages/emergencyprocedureenglish.aspx](http://www.mountainviewcollege.edu/business/police/Pages/emergencyprocedureenglish.aspx). **Contingency Plan:** Mountain View College has developed an Instructional Contingency Plan for Temporary College Closing for On-Campus Courses. Please discuss this contingency plan with your instructor. For distance learning courses, your instructor will use email to contact students in the event of extended technology downtime. To assure work in the class continues, it is important for all students to have an accurate email address recorded in both eCampus and eConnect. |
| Disclaimer Reserving Right to Change Syllabus | The instructor reserves the right to amend a syllabus as necessary. |
## Chapter Course Outline and Weekly Calendar

<table>
<thead>
<tr>
<th>Course Dates</th>
<th>Chapters (Lessons)</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 21, 2016 to March 26, 2016</td>
<td>Introduction and Chapter 09: Forecasting Techniques</td>
</tr>
<tr>
<td>March 29, 2016</td>
<td>Certification Date for 2016SP-BMGT-1391-63440 Class</td>
</tr>
<tr>
<td>March 27, 2016 to March 30, 2016</td>
<td>Chapter 10: Introduction to Data Mining</td>
</tr>
<tr>
<td>April 1, 2016 to April 5, 2016</td>
<td>Chapter 11: Spreadsheet Modeling and Analysis</td>
</tr>
<tr>
<td>April 6, 2016</td>
<td>Study Day for Quiz 1 (Chapters 9 and 10)</td>
</tr>
<tr>
<td>April 7, 2016 &amp; April 8, 2016</td>
<td>Quiz 1 (Chapters 9 and 10) is available at 12:01 AM CST on April 7, 2016 and ends at 11:59 PM CST on April 8, 2016</td>
</tr>
<tr>
<td>April 9, 2016 to April 14, 2016</td>
<td>Chapter 12: Monte Carol Simulation and Risk Analysis</td>
</tr>
<tr>
<td>April 15, 2016 to April 20, 2016</td>
<td>Chapter 13: Linear Optimization</td>
</tr>
<tr>
<td>April 21, 2016</td>
<td>Study Day for Quiz 2 (Chapters 11, 12 and 13)</td>
</tr>
<tr>
<td>April 22, 2016 &amp; April 23, 2016</td>
<td>Quiz 2 (Chapters 11, 12 and 13) is available at 12:01 AM CST on April 22, 2016 and ends at 11:59 PM CST on April 23, 2016</td>
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<tr>
<td>April 24, 2016 to April 28, 2016</td>
<td>Chapter 14: Applications of Linear Optimization</td>
</tr>
<tr>
<td>April 29, 2016</td>
<td>Last Class Day to Withdraw from class to receive a ‘W’ is April 29, 2016 – You must initiate this request on your own behalf.</td>
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<tr>
<td>April 29, 2016 to May 3, 2016</td>
<td>Chapter 15: Integer Optimization</td>
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<tr>
<td>May 4, 2016 to May 8, 2016</td>
<td>Chapter 16: Decision Analysis</td>
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<tr>
<td>May 9, 2016 and May 10, 2016</td>
<td>Study Days for Comprehensive Final Exam</td>
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<tr>
<td>May 11, 2016 to May 12, 2016</td>
<td>Final Exam – Chapters 09 to Chapters 16</td>
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