BUS 210: Business Analytics I
Fall 2018 Course Syllabus

Instructor: Betsy McCall, M.A., M.S.
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E-mail: bmccall6@gmu.edu
Office Hours: T 5:30-7:20 (Art & Design Building), F 12:30-1:30 (TBD), F 7:20-? By appointment only
TA: Jahnavi Prathipati pjahnavi@masonlive.gmu.edu (Office: TBA, Office hours: M 6-7 p.m., T 11-1 p.m.)

Prerequisites:
Essential and expected knowledge: Proficiency in elementary algebra and geometry. Familiarity with recent versions of MS Word, PowerPoint, and Excel. Deficiencies in any of these areas should be self-remediated.

University Catalog Description:
This course introduces the concept of business analytics and why businesses use analytics to create and sustain competitive advantage. Topics include data types, summarization and graphical display of data, application of basic probability rules, and probability distributions. The course also introduces students to fundamentals of spreadsheets and their use in business applications.

Undergraduate program learning goals (those in bold will be addressed in this class):

1. Our students will be competent in their discipline.
2. Our students will be aware of the uses of technology in business.
3. Our students will be effective communicators.
4. Our students will have an interdisciplinary perspective.
5. Our students will be knowledgeable about global business and trade.
6. Our students will recognize the importance of ethical decisions.
7. Our students will be knowledgeable about the legal environment of business.
8. Our students will be knowledgeable about team dynamics and the characteristics of effective teams.
9. Our students will understand the value of diversity and the importance of managing diversity in the context of business.
10. Our students will be critical thinkers.

This syllabus is subject to change. Any changes to this syllabus will be formally announced in Blackboard

Approach to Learning:
This course examines the use of business analytics for understanding and analyzing business problems and for supporting business decision-making. It is geared for the business professional engaged in decision making or decision support. The emphasis is on business applications, and not mathematics. Students will possess an adequate level of proficiency in and comfort with spreadsheet software. The format will be lectures and hands-on exposure to data analytics tools, including complex Excel options. Discussions and questions are highly encouraged.
Required Text:


- There are many options that exist for a used copy, e-book, or rental through a third party such as Amazon or through the publisher at [www.cengage.com](http://www.cengage.com)
- This will also be the textbook for BUS 310 in the following semester.

Computer/Software/Email:

Access to the internet and a computer is required. Many of the course material will be online in our Blackboard course. Communication will be via Blackboard and/or your GMU e-mail only. I will only respond to GMU e-mails and will not respond to e-mails written on a private account.

The latest version of Microsoft Excel will be used in this class. Microsoft Excel is available for download for GMU students. It is your responsibility to make sure your laptop meets the required standards. Refer to the School of Business laptop policy at [http://business.gmu.edu/media/com_managedlists/72/Laptop-Requirements-AY1718.pdf](http://business.gmu.edu/media/comManagedLists/72/Laptop-Requirements-AY1718.pdf)

You are required to bring a laptop to class with Excel.

Methods of Student Evaluation:

Students will be evaluated based on homework, quizzes, exams, and class activities out of a total of 1000 points.

Grading –

<table>
<thead>
<tr>
<th>Component</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Homework</td>
<td>15%</td>
</tr>
<tr>
<td>Case Studies</td>
<td>10%</td>
</tr>
<tr>
<td>Exam 1 and Exam 2 Average</td>
<td>50%</td>
</tr>
<tr>
<td>Final Exam</td>
<td>25%</td>
</tr>
</tbody>
</table>

**CELL PHONES MUST BE TURNED OFF DURING CLASS**

**Note: DISRUPTIVE BEHAVIOR WILL NOT BE TOLERATED**

Course Grade

1. Students must be officially registered in this section to receive a grade. It is the sole responsibility of the student to verify their own registration status. (I will not verify your registration.) Specifically, you will not receive a grade if your name does not appear on the official class list. (Don’t wait until the end of the semester to be surprised.) Registration problems should be directed to either the School of Business Academic Advisors or the Registrar’s Office.
2. Disputes about a grade on assignments/exams/quizzes must be submitted in writing within a week after the grade has been posted.
3. The final letter grade is assigned objectively and strictly according to the WEIGHTED average of the numerical scores of all exams, quizzes, and assignments.
4. Final course letter grade assignments:
<table>
<thead>
<tr>
<th>COURSE POINTS</th>
<th>COURSE GRADE</th>
<th>COURSE POINTS</th>
<th>COURSE GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>970 to 1000</td>
<td>A+</td>
<td>800 to 829</td>
<td>B-</td>
</tr>
<tr>
<td>930 to 969</td>
<td>A</td>
<td>770 to 799</td>
<td>C+</td>
</tr>
<tr>
<td>900 to 929</td>
<td>A-</td>
<td>700 to 769</td>
<td>C</td>
</tr>
<tr>
<td>870 to 899</td>
<td>B+</td>
<td>600 to 699</td>
<td>D</td>
</tr>
<tr>
<td>830 to 869</td>
<td>B</td>
<td>0 to 599</td>
<td>F</td>
</tr>
</tbody>
</table>

When turning in ANY assignment, you should not copy another student's response or submit somebody else's work as your own. You are encouraged to work together. However, make sure all responses are written in your own words and that every file submitted is your own file created by you.

George Mason University takes violations of the Honor Code seriously. You should take a moment to look at the last two pages of the syllabus to see the School of Business' sanctions for violations. There isn't a "slap on the wrist" or a "warning". The sanctions for a first offense are very serious even on homework.

**EXAMS:** Exam dates are provided in the schedule. No make-up exams will be given. In case of Documented Emergency, the final exam may serve as a make-up for one midterm score. No make-ups for the final are possible. I do not give incompletes as a matter of course. Each will involve a mix of mechanical skills and conceptual reasoning. The best possible preparation for them is regular attendance and completion of assigned homework and reading.

**Attendance:**

Class attendance is essential part of learning for this course. If you have to miss any lectures, you are responsible for obtaining any information given in the class. I will take attendance on random days.

**Homework, Quizzes & Class Work:**

Students are expected to read relevant sections of the textbook prior to attending class. Written homework, quizzes, and class work will be graded. Due dates will be given in class, and are on posted on Blackboard. Late assignments will receive a 50% penalty. Quizzes and class work are given at the discretion of the instructor and frequently reflect material that has recently been discussed in class. To encourage attendance, instructors will not give makeup quizzes or class work.

**Disability:**

All academic accommodations due to disability must be arranged through the Office of Disability Services (ODS). If you are a student with a disability and you require academic accommodations, please contact ODS at 703-993-2474. I will cooperate fully with the ODS to accommodate a student’s special needs.

**Sequence Course Objectives for both BUS210 and BUS 310:**

- Understand how managers use business analytics to formulate and solve business problems
- Prepare to be a strategic business partner in an organization
- Think critically about whether and how data can improve business performance, create opportunities, and/or create risks

**Additional Specific Course Objectives for BUS 210**

- Understand the processes needed to develop, obtain, and report business data
- Use the science of probability and uncertainty to make business decisions
- Gain a foundation of data analytics skills using technology and Excel
Course Topics:

1. Introduction to Business Analytics and Data
   a) Descriptive, Predictive, and Prescriptive Analytics
   b) Data types
   c) Data presentation
   d) Data summarization
   e) Getting the Right Data
      a. Sources, Pivot Tables, Cleansing the Data
2. Probability, Uncertainty, and Decision Making
   a) Probability
   b) Discrete random variables
   c) Continuous random variables
3. Visualization of Data and Descriptive Analytics using Excel
   a) Business spreadsheets
   b) Graphing and visualizing data
   c) Functions
      i. Relative and absolute references
      ii. Using formulas involving arithmetic operators +, -, *, and /
      iii. Using parentheses and percentage calculations
      iv. Numbering formats, e.g., currency, accounting, comma, percent, etc.
      v. Copy formulas and filling neighboring ranges with data and data series
      vi. Testing conditions (involving =, <, >, <=, >=, AND, OR, etc.)
      vii. “IF” statements, including Nested-Ifs
      viii. LOOKUP, VLOOKUP, HLOOKUP
      ix. Using financial functions
d) Working with data in tables
   i. Sorting, filtering etc.
   ii. Grouping/separating data in a table, generating subtotals, creating summaries
   iii. Designing, building, using, and adding to/modifying PivotTables
e) Business modeling
   i. What-If Analysis using Goal Seek and Data Tables

Case Studies:

Case 1.1: Entertainment on a Cruise Ship
Case 2.2: The Dow Jones Industrial Average
Case 3.2: Saving, Spending, and Social Climbing
Case 4.1: Simpson’s Paradox
Case 5.1: EuroWatch Company

BUS 210: Fall 2018
TENTATIVE COURSE SCHEDULE: THIS SCHEDULE MAY CHANGE.

<table>
<thead>
<tr>
<th>Dates</th>
<th>Reading/Exam Schedule</th>
<th>Case Studies/Assignments/Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>8.28</td>
<td>Course Orientation</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Introduction to Business Analytics</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Chapter 1 (sections 1.1-1.4)</td>
<td></td>
</tr>
<tr>
<td>Date</td>
<td>Chapter/Section</td>
<td>Assignment</td>
</tr>
<tr>
<td>-------</td>
<td>-----------------</td>
<td>------------</td>
</tr>
</tbody>
</table>
| 9.4   | Chapter 2 (sections 2.1-2.3) | Homework #1  
Case 1.1: Entertainment on a Cruise Ship 9.9  
**Labor Day 9.3 (college closed)** |
| 9.11  | Chapter 2 (sections 2.4-2.5) | Homework #2 |
| 9.18  | Chapter 2 (sections 2.3-2.5) | Homework #3 |
| 9.25  | Chapter 2 (sections 2.6-2.8) | Homework #4 |
| 10.2  | Exam #1 | |
| 10.9  | **No class** | **Columbus Day Recess (10.9)**  
Case 2.2: The Dow Jones Industrial Average 10.14 |
| 10.16 | Chapter 3 (sections 3.1-3.2) | |
| 10.23 | Chapter 3 (sections 3.3-3.4) | Homework #6 |
| 10.30 | Chapters 3-4 (sections 3.5,3.6.4.1) | Homework #7 |
| 11.6  | Chapter 4 (sections 4.2-4.3) | Homework #8  
Case 3.2: Saving, Spending, and Social Climbing 11.11 |
| 11.13 | Chapters 4-5 (sections 4.4-4.5, 5.1-5.2) | Homework #9 |
| 11.20 | Exam #2 | **Thanksgiving Recess 11.21-11.25 (no class)**  
Homework #10  
Case 4.1 Simpson’s Paradox (11.25) |
| 11.27 | Chapter 5 (sections 5.3-5.5) | Homework #11 |
| 12.4  | Chapter 5 (sections 5.6-5.7) | Homework #12 |
| 12.11 | **Reading Days** | **Case 5.1: EuroWatch Company 12.10**  
December 9-10 are reading days |
| 12.18 | **Final Exams** | **FINAL: 12.18 7:20-10:00** |

Homework assignments are due Friday in the week listed, eg. Homework #1 is due 9.7. Case studies are due on the dates listed in the schedule (usually Sunday).

Practice Exams can be found on Archive Site at [http://www.betsymccall.net/prof/courses/fall18/gmu/analytics1.html](http://www.betsymccall.net/prof/courses/fall18/gmu/analytics1.html).
## School of Business Recommendations for Honor Code Violations

**Approved May 2016**

### UG-Freshman Students

<table>
<thead>
<tr>
<th>Type of Violation</th>
<th>First Offense</th>
<th>Second Offense</th>
</tr>
</thead>
<tbody>
<tr>
<td>Plagiarism</td>
<td>A 10% reduction in the final course grade; referral to the Writing Center; and Academic Integrity Seminar completion</td>
<td>An F in the class; referral to the Writing Center; and Academic Integrity Seminar completion</td>
</tr>
<tr>
<td>1. Failure to cite/attribute sources</td>
<td></td>
<td>An F in the class; referral to the Writing Center; Academic Integrity Seminar completion; termination from the School of Business; and at least one semester suspension or expulsion</td>
</tr>
<tr>
<td>2. Representing someone else’s work as the student’s own (e.g., copying and pasting)</td>
<td>An F in the class; referral to the Writing Center; and Academic Integrity Seminar completion</td>
<td>An F in the class; Academic Integrity Seminar completion; termination from the School of Business; and at least one semester suspension</td>
</tr>
<tr>
<td>Cheating</td>
<td>A 10% reduction in the final course grade; and Academic Integrity Seminar completion</td>
<td>An F in the class; Academic Integrity Seminar completion; termination from the School of Business; and at least one semester suspension</td>
</tr>
<tr>
<td>1. On a minor assignment (e.g., homework, quizzes)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Cheating on a major assignment or exam, submitting course work from another course as original work</td>
<td>An F in the class; and Academic Integrity Seminar completion</td>
<td></td>
</tr>
<tr>
<td>Lying (e.g., providing fraudulent excuse documents, falsifying data)</td>
<td>An F in the class; and Academic Integrity Seminar completion</td>
<td>An F in the class; Academic Integrity Seminar completion; termination from the School of Business; and at least one semester suspension</td>
</tr>
<tr>
<td>Egregious Violation (e.g., stealing an exam; submitting coursework from another class as original work across multiple courses; lying to an employer about academic performance, false identification or posing as another, in person or online)</td>
<td>An F in the Class; Academic Integrity Seminar completion; termination from the School of Business; and at least one semester suspension</td>
<td>An F in the Class; Academic Integrity Seminar completion; termination from the School of Business; and expulsion</td>
</tr>
</tbody>
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Note: The Academic Integrity Seminar used by Office of Academic Integrity costs $100.
## School of Business Recommendations for Honor Code Violations

*Approved May 2016*

### UG-Non Freshman Students (including transfer students)

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<tr>
<th>Type of Violation</th>
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</tr>
</thead>
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<td><strong>Plagiarism</strong></td>
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<tr>
<td>1. Failure to cite/attribute sources</td>
<td>An F in the class; referral to Writing Center; and Academic Integrity Seminar completion</td>
<td>An F in the class; referral to the Writing Center; Academic Integrity Seminar completion; termination from the School of Business; and at least one semester suspension or expulsion</td>
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<tr>
<td>2. Representing someone else’s work as the student’s own (e.g., copying and pasting)</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Cheating</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. On a minor assignment (e.g., homework, quizzes)</td>
<td>An F in the class; and Academic Integrity Seminar completion</td>
<td>An F in the class, Academic Integrity Seminar completion; termination from the School of Business; and at least one semester suspension or expulsion</td>
</tr>
<tr>
<td>2. Cheating on a major assignment or exam, submitting course work from another course as original work</td>
<td>An F in the class; and Academic Integrity Seminar completion, and at least one semester suspension</td>
<td></td>
</tr>
<tr>
<td><strong>Lying</strong> (e.g., providing fraudulent excuse documents, falsifying data)</td>
<td>An F in the class; and Academic Integrity Seminar completion, and at least one semester suspension</td>
<td>An F in the class; Academic Integrity Seminar completion; termination from the School of Business; and at least one semester suspension or expulsion</td>
</tr>
<tr>
<td><strong>Egregious Violation</strong> (e.g., stealing an exam; submitting coursework from another class as original work across multiple courses; lying to an employer about academic performance, false identification or posing as another, in person or online)</td>
<td>An F in the class, Academic Integrity Seminar completion; termination from the School of Business; and at least one year suspension</td>
<td>An F in the class; Academic Integrity Seminar completion; termination from the School of Business; and expulsion</td>
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</tbody>
</table>