

Business Analytics Course Introduction

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Goals

- **Syllabus review**
- **Course resources**
- **Moodle (& ICON)**
- **Videos (separate video)**
- **Pre-course assignment**
- **Elements for success**

Syllabus

- Website: www.rjerz.com
- Course Information
- Course Description
- Course Objectives
- Course Structure
- Textbooks
- Course Technology
- Grading Criteria
- Policies
- Course Calendar

Course Information

- **Days & Times**
- **Location**
- **Credits**
- **Prerequisites**
- **Instructor**
- **Contact Information**

Catalog Description

- **From the university catalog**

Course Objectives

- (From the syllabus)

Course Structure

- **11-week semester**
- **Learning management system: Moodle**
- **Weekly topics (modules), followed with in-class or online “reinforcement” for deeper exploration of topics**
- **Carefully designed video**
 - **Asynchronous learning**
- **Topics:**
 - **Probability and statistics (8 weeks)**
 - **Decision analysis and decision trees (1 week)**
 - **Optimization and sensitivity analysis (1 week)**

Required Text

- **“Statistical Techniques in Business & Economics”, by D. Lind**
 - **13th, 14th, 15th, 16th, 17th, or 18th editions**
- **Supplemental readings**

Course Technology

- **Hardware: PC or Mac Computer**
- **High-speed Internet**
- **MS Excel**
 - **PC: 2010 to current (365)**
 - **Mac: 2011 to current (365)**
- **Modern browser**
- **E-mail account**
- **Adobe Acrobat (PDF)**
- **iTunes or Podcast Republic (optional)**
- **Video player (optional)**
- **Mobile device (optional)**
- **Clickers (in-class, provided)**

Basis of Grade

- **Participation, 5%**
- **Self-assessments and assignments, 45%**
- **2 Exams, equally weighted, 50%**

How I Teach Business Analytics

- **Concepts**
- **Problem solving**

- **Excel as our calculator**

- **Not a course in memorizing equations**
- **Not a course on using tables in back of textbook**

- **Recognize data scenarios, analyze them, and make business decisions**

Pre-course Assignment

- Using the major **Moodle** elements
 - Pre-course assignment (resource)
 - Introduce yourself (forum)
 - Upload photo (drop box/assignment)
 - Student survey (quiz)
 - Additional links (videos, Excel, PDF, Word, etc.)

Communication

- **Forums**
- **Email**
- **Phone**
- **Skype or Zoom**

Problems?

- Let me know
- FAQ webpage
- Direct Ulowa specific questions, such as email & computer issues, to **ITS**

Elements for Success

- Read the material
- Do the assignments, and learn from them
- Prepare and do well on the exams

- Make sure to ask for help when you need it
- **Do not miss due dates!**

Summary

- Make this the **best** course in **Business Analytics**
- Help you understand which analytical technique to apply
- Provide you the ability solve many difficult problems
- Make you more effective in the business world