

**Business Analytics
Course Introduction**

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Goals

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

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Syllabus

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

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Course Information

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

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Catalog Description

- From the university catalog

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Course Objectives

- (From the syllabus)

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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)

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Required Text

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

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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)

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Basis of Grade

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

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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

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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.)

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Communication

- Forums
- Email
- Phone
- Skype or Zoom

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Problems?

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

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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!**

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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

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