Business Analytics Course Introduction

Dr. Richard (Rick) Jerz

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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%**
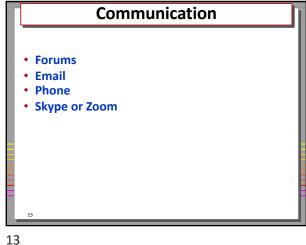
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How I Teach Business Analytics

- **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 UIowa 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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