

# Foundations of Business Analytics Course Introduction

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# Goals

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

# Syllabus

- Website: [www.rjerz.com](http://www.rjerz.com)
- Course Information
- Program Goals
- Catalog Description
- Course Objectives
- Course Structure
- Required Textbooks
- Course Technology
- Grading Criteria
- Course Policies
- Collegiate Policies
- Course Calendar

# Course Information

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

# Catalog Description

- **From the university catalog**

# Course Objectives

- Transform **data** into insight to support business **decision making**
- Prepare you for a career in which **analytics** is a central skill
- Data **preparation, visualization, and statistics**
- Use Microsoft Excel for analytics

# Course Structure

- **16 or 8 week semester**
- **Online**
- **Asynchronous learning**
- **Learning management system (LMS) Moodle**
- **Video lectures**
- **Course calendar**
- **Welcome email**
- **Pre-course assignment**

# Required Text

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



# Course Technology

- **Hardware: Computer & high-speed Internet**
- **MS Office 2013 or later (PC), MS Office 2016 or later (Mac)**
- **Other normal computer software**
- **Mobile devices (optional)**

# Basis of Grade

- **Discussion and participation**
- **Concepts self-assessments**
- **Problems self-assessments**
- **Dataset projects**
- **Project presentation**
- **Two exams**

# Pre-course Assignment

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

# How I Teach Business Analytics

- **Concepts**
- **Problem solving**
- **Excel as our calculator**
  
- **Not a course in memorizing equations**
- **Not a course on reading tables in back of book**
  
- **Recognize data scenarios, analyze them, and make business decisions**

# Communication

- **Forums**
- **Email**
- **Phone**
- **Skype or Zoom**
  
- **Your email addresses**

# Elements for Success

- Read the material
- Do the assignments
- Prepare and do well on the exams
  
- Make sure to ask for help when you need it
- **Do not miss due dates!**

# Problems?

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

# 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**