

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

Syllabus

• Website: 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

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Course Information

Days & Times
Location
Credits
Prerequisites
Instructor Information
Contact Information

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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

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

• "Statistical Techniques in Business & Economics", by D. Lind
• 13th, 14th, 15th, 16th, 17th, or 18th 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

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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.)

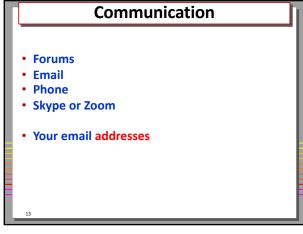
Concepts
 Problem solving
 Excel as our calculator

 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

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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!

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Problems?

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

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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