

# 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

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## 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

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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

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## 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

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## 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

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## 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)

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## 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.)

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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 reading tables in back of book
  
- Recognize data scenarios, analyze them, and make business decisions

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## Communication

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

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## 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!

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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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## 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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