

BUSA 424 Business Analytics Modeling
COURSE SYLLABUS
Fall 2015

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Office Hours: TBA and by appointment.

Welcome to BUSA 424! This is an enhanced course. As such, lectures are live but there is an online component to the class and ecollege will be used to help administer the class.

I am available during office hours and by appointment. I am in my office most of the week so feel free to stop by my office at other times but realize I may be busy or in a meeting. The best way to contact me is by email. This is an online course; therefore, **expect most communication to be online** as well. I generally respond to emails within a 24 hour time period. Please send emails to Jeremy.StJohn@tamuc.edu. *All emails should include BUSA 424 in the subject line.*

COURSE DESCRIPTION:

This is an applied course developing fundamental knowledge and skills for applying management science models to business decision making. Topics include decision analysis, simulation and risk models and optimization models, including the use of software for business applications.

COURSE GOALS:

1. Explain the purpose of optimization modeling.
2. Understand sensitivity Analysis.
3. Describe goal programming and evolutionary optimization.
4. Develop an ability to create technical reports for use in decision making.

LEARNING OUTCOMES:

Upon successful completion of the course, the student should be able to:

1. Demonstrate an understanding of optimization modeling by creating and running linear programming models to solve business problems.
2. Demonstrate an understanding of network models.
3. Demonstrate skill in creating technical reports for decision analysis.

MEANS TO ACCOMPLISH OBJECTIVES:

1. Discussion boards.
2. Hand-on projects.
3. Exams.
4. Concept quizzes.

TEXTBOOK(S) AND OTHER REQUIRED MATERIALS:

1. ***Spreadsheet Modeling & Decision Analysis***, C. Ragsdale, Cengage Learning, 7th edition, 2013; ISBN-13 978- 1-285-43957
2. ***Microsoft Excel 2007, 2010 or 2013.***

STUDENTS WITH DISABILITIES

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides

comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

Office of Student Disability Resources and Services

Texas A&M University-Commerce

Gee Library

Room 132

Phone (903) 886-5150 or (903) 886-5835

Fax (903) 468-8148

StudentDisabilityServices@tamuc.edu

ACADEMIC INTEGRITY

Academic integrity is the pursuit of scholarly activity free from fraud and deception and is an educational objective of this institution. Academic dishonesty includes, but is not limited to, cheating, plagiarizing, fabricating of information or citation, facilitating acts of academic dishonesty by others, having unauthorized possession of examinations, submitting work of another person or work previously used without informing the instructor, or tampering with the academic work of other students.

Anyone caught plagiarizing will receive a zero on that discussion/quiz/exam/assignment/project or an "F" in the course.

WORK SUBMITTED TO THIS PROFESSOR MAY BE VERIFIED BY TURNITIN.COM.

All students are to read the honesty policy for the College of Business and Technology. (See online)

ORGANIZATION

Material for this class is organized by week in weekly sections on the course website (ecollege). There is a section for each week of the semester. Material will usually not be available until the beginning of the week (Monday). Graded material such as discussion assignments, assigned cases, exercises, and quizzes will be located under each week's section if they are assigned that week and are not in-class assignments. Please check the weekly section for specific due dates.

APPEALS PROCESS:

Students taking online classes at Texas A&M University-Commerce have the same rights as students enrolled in face-to-face classes. The A&M-Commerce Student Guidebook (page 55) details those rights and explains complaint and grievance procedures, as well as the Student Code of Conduct. Students have the right to appeal course grades, Guidebook (page 35), admissions committee decisions, or any adverse action taken by any online faculty against any student. The appeal process is the same for all types of appeals.

PROJECTS

All projects are individual assignments unless specifically identified as a group project in the project directions. Individual projects are to be the result of your own work. Projects are related to the chapters in which they are assigned and/or previous chapters. Some projects build on previous projects. I cannot provide projects in advance since they are generally created just before they are assigned. These projects give you the opportunity to apply what you have learned in each chapter. Most projects will be turned in via the dropbox in the class ecollege website.

Late projects: 10% will be deducted for assignments less than 1 week late, 50% will be deducted for assignments 1 to 2 weeks late. Projects are not accepted if they are more than 2 weeks late or turned in after the final exam. Most assignments will be turned in via that project's dropbox on the class website in eCollege.

QUIZZES

Quizzes are usually given at the end of the lecture during class but may also be given online through ecollege. The focus of quiz questions is on the material covered by the lecture but may include other material such as reading assignments. The primary purpose of these quizzes is to encourage class attendance and thereby student success. If you expect to miss class often consider taking this class later when it is offered online and the lectures are online. Missed quizzes cannot be taken after they are given in class unless you have a university approved excuse. If you have a university approved excuse for missing class notify the instructor to arrange time for a make-up quiz which by necessity must be different than the in-class quiz.

EXAMS

Exams are usually given during class but may also be given online through ecollege. Exams test your knowledge of the chapter readings and class lectures. The final exam is comprehensive.

PROFESSIONALISM

In this course, you will be expected to attend class. Sometimes, you may be late to class due to traffic or other reasons. Try not to make a habit of it but when late please come in quietly and have a seat there is no need to wait for a break. However, during the lecture please do not get up and leave unless it is a real emergency and notify the instructor ahead of time (if possible) that you will or may need to leave.

Professional communication (primarily be polite, keep most of the discussion on topic, & watch spelling/grammar) is always expected. Class participation and questions are encouraged.

CLASS ATTENDANCE

This course is considered an "enhanced course" which means primarily live, traditional class lectures with some content online through ecollege. In this course, you are responsible for announcements made in class and announcements posted in ecollege. These often pertain to assignments and quizzes. You are also responsible for material covered during class lectures.

A major part of the learning experience in this class should come from lectures and class discussions, both of which are considered class participation. Professional communication (primarily be polite, keep most of the discussion on topic) is always expected.

GRADING POLICY:

7 Projects: 40 points each	280 points
4 Exams: 50 points each	200 points
10 Quizzes: 5 points each	50 points

Minimum percentages for grade level are as follows:

A	90+	percent of total points
B	80-89	percent of total points
C	70-79	percent of total points

D 60-69 percent of total points

Anyone caught plagiarizing on an assignment will receive a zero on that assignment.

TENTATIVE COURSE SCHEDULE

The most current tentative course schedule will be posted in ecollege. Sometimes it is necessary to extend due dates or make changes/correction to assignments. Any changes to the schedule will be announced in ecollege. Please check ecollege announcements regularly for changes or updates.