Instructor: Dr. Jeremy St. John  
E-Mail: Jeremy.StJohn@tamuc.edu  
Office: BA 323  
Office Hours: TBA and by appointment.

Welcome to BUSA 542! 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 542 in the subject line.

COURSE DESCRIPTION:

This course covers the development, implementation, and utilization of business models for managerial decision making. Discovered patterns, relationships and statistical findings from Data Mining efforts are often used as input in these mathematical models which are implemented in decision support systems. Students will learn techniques for analytical modeling including decision analysis, optimization and simulation. Examples are introduced that cover applications in strategic planning, financial management, operations, project management, and marketing research.

COURSE PREREQUISITE(S):

none.

COURSE GOALS:

1. Gain an understanding of how business problems are frequently solved using decision models.
2. Develop an ability to identify situations where decision modeling can be useful.
3. Understand the assumptions and limitations of decision modeling.
4. Understand and critically review reports by technical specialists (a frequent requirement of managers in many careers).

LEARNING OUTCOMES:

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

1. Demonstrate an ability to solve problems by creating and running linear programming models.
2. Demonstrate an understanding of linear & non-linear programming, transportation & transshipment modeling, simulation, decision analysis, and goal programming for making multi-criteria decisions.
3. Demonstrate skill in reading, interpreting and evaluating technical reports.

MEANS TO ACCOMPLISH OBJECTIVES:

1. Discussion boards.
2. Hand-on projects.
3. Exams.
4. Concept quizzes.
TEXTBOOK(S) AND OTHER REQUIRED MATERIALS:

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.

**GRADING POLICY:**

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<td>4 Exams</td>
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<td>10 Quizzes</td>
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TENTATIVE COURSE SCHEDULE
The most up-to-date tentative course schedule will be posted in ecollage. Sometimes it is necessary to extend due dates or make changes/correction to assignments. Any changes to the schedule will be announced in the announcements section of ecollage. Please check ecollage announcements regularly for changes or updates.