



DAVIS UNIVERSITY

COURSE SYLLABUS
MGT232: BUSINESS ANALYTICS
SUMMER QUARTER 2024

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COURSE SYLLABUS FOR: MGT232 BUSINESS ANALYTICS

CREDIT HOURS: 4 CREDIT

INSTRUCTOR:

INSTRUCTOR EMAIL:

INSTRUCTOR OFFICE HOURS:

COURSE DESCRIPTION: An introduction to methods used to analyze data and make better business decisions.

PREREQUISITES: Business Spreadsheet and Statistics

TEXT: *Business Analytics, Data Analysis and Decision Making*, 7th ed., ISBN 9780357109953, Albright and Winston

LATE WORK POLICY: All students are expected to submit homework assignments on time. No late homework will be accepted and the student will receive a "0" (zero) for the homework assignment. Should the student refuse to complete the assigned work for the class, it could result in the student failing the class. All work assigned is expected to be completed on the date assigned. The instructor reserves the right to alter the schedule as necessary.

PLAGIARISM AND COPYRIGHT INFRINGEMENT POLICY: Work that is found to be plagiarized receives a grade of zero and often causes a student to fail a class. Documentation of plagiarism is added to the student's academic file as a violation of accepted student conduct and is subject to disciplinary action. Plagiarism is the use of another person's exact words, or their ideas written in the student's words without giving the original author credit.

Plagiarism can result from any of the following:

- Quote material directly without using quotation marks.
- Paraphrase the original so that many of the phrases are the same as the original. A good rule is no more than 3 or 4 words in a row should be the same as the original.
- Copy the original sentence pattern, substitution synonyms for key words.
- Neglect to indicate the source of the original material.

ASSESSMENTS:

Content

| | |
|---------------|------|
| Participation | 10% |
| Exams | 50% |
| Discussions | 10% |
| Assignments | 30% |
| Total | 100% |

COURSE GRADE: A = 93%-100%

B = 85%-92%

C = 77%-84%

D = 70%-76%

F = below 70%

TENTATIVE CLASS SCHEDULE:

(Subject to change)

| Week: Date | Content Covered | Assignments & Assessment Due |
|----------------|--|---------------------------------|
| Week 1: | Chapter 1 Introduction to Business Analytics Chapter 2 Describing the Distribution of a Variable. Chapter 3 Finding Relationships among Variables. | |
| Week 2: | Chapter 4 Business Intelligence (BI) Tools for Data Analysis Chapter 5 Probability and Probability Distributions. Chapter 6 Decision Making under Uncertainty. Chapter 7 Sampling and Sampling Distributions. | |
| Week 3: | Chapter 8 Confidence Interval Estimation. Chapter 9 Hypothesis Testing. Chapter 10 Regression Analysis: Estimating Relationships. | Midterm Exam |
| Week 4: | Chapter 11 Regression Analysis: Statistical Inference. Chapter 12 Time Series Analysis and Forecasting. Chapter 13 Introduction to Optimization Modeling. Chapter 14 Optimization Models. | |
| Week 5: | Chapter 15 Introduction to Simulation Modeling. Chapter 16 Simulation Models. Chapter 17 Data Mining. | Final Exam |