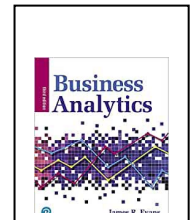




Instructor: Mary K. Wachter, Instructional Professor of Marketing
Office: Room 223 Kelce
Hours: Zoom appointment upon request
E-mail: mwachter@pittstate.edu

Textbook

Business Analytics, Third Edition, © 2020, James R. Evans, Pearson
 Order your textbook at: www.pittstate.bncollege.com
 The textbook is available in (1) online version or (2) hard copy.



Catalog Course Description

This course provides a fundamental approach to understanding the emerging role of business analytics in today’s business environment with a focus on consumer data and marketing implications. Topics include managerial statistical tools in descriptive and predictive analytics.

Prerequisites

Students are required to have completed an undergraduate degree and be admitted to the Online Professional M.B.A. program.

Course Objectives / Learning Outcomes

1. Interpret key concepts and terminology of consumer analytics.
2. Compare and contrast appropriate methods of data collection and data input.
3. Produce several types of descriptive and predictive analytics.
4. Apply analytical tools to evaluate cases where a decision is required.
5. Analyze business analytical output including graphs, tables, marketing metrics and statistical models.
6. Present the results of analytical tools using an objective and unbiased approach.

Course Outline

Week 0	Welcome
Week 1	Foundations of Business Analytics
Week 2	Descriptive Analytics
Week 3	Sampling and Estimation
Week 4	Statistical Inference: Hypothesis Testing, ANOVA, and Chi-Square Analysis
Week 5	Predictive Analytics: Regression Analysis
Week 6	Marketing Channel Metrics
Week 7	Marketing Performance Metrics



Teaching Methods

Teaching methodologies include video lectures, Powerpoint slides, example problems, quizzes, assignments, and discussion boards. All learning activities are asynchronous. There will be no mandatory synchronous sessions during the course. Since this is an online class, there are specific technology requirements to facilitate the learning process. The requirements are listed below:

1. A **computer** to access Canvas, submit assignments, and take quizzes. You will not be able to take quizzes on your phone or tablet. You must use a laptop or desktop computer.
2. A **camera and microphone** on your computer. You should also know how (or be able to learn) to take quizzes on Respondus Lockdown Browser, a remote proctoring program embedded in Canvas.
3. **High-speed internet access** is required. Make sure to have a **back-up plan** if your primary access is not available. Not having access to the Internet is NOT an acceptable excuse for missing course deadlines.
4. **Office Word and Powerpoint**
5. A **current version of an Internet Browser**, preferably Mozilla Firefox or Google Chrome.
 - See the Canvas Guides for the latest browser and plug-in requirements.
 - See the Respondus Privacy Policy and Respondus Accessibility Statement and System Requirements for Respondus tools in this course.
 - See the Student QuickStart Guide for Respondus LockDown Browser and Monitor and Download the Pitt State Respondus LockDown Browser.

Canvas

All communication and course work will take place through our learning management system, Canvas. This includes communication with the instructor, video lectures, submission of all assignments, quizzes, and discussions.

Attendance Policy

Since this is an online class, there is no attendance policy. All learning activities are asynchronous. There are no mandatory synchronous sessions during the course. However, students must remain active in the Canvas course site and meet all due dates for assignments.

Classroom Conduct

For communicating with the instructor and fellow students, each student should adhere to the following guidelines:

- ◆ Be polite and positive in emails, discussion posts and responses;
- ◆ Use proper language, format and grammar;
- ◆ Avoid using all-caps in your replies as this is heard as shouting by your reader;
- ◆ Keep the language G-rated



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Academic Integrity

All Pitt State students are bound by the academic integrity policies of the university as described and outlined in the current Syllabus Supplement. Please familiarize yourself with these rules and guidelines. In addition, as a course offered through the Kelce College of Business, students in this class are obligated to adhere to the college's Student Code of Ethics as outlined below.

Students pledge to:

- Arrive on time, remain until dismissed at all class sessions, and notify instructors in advance of anticipated absences, late arrivals, or early departures whenever possible.
- Turn off cell phones or other electronic devices while in class, unless permission to use them has been granted.
- Refrain from class disturbances.
- Refrain from use of profane or vulgar language in a threatening or disruptive manner.
- Treat fellow students, staff, faculty, administrators, and property with respect.
- Refrain from giving or receiving inappropriate assistance.
- Prepare assignment and exams honestly, refraining from such unacceptable conduct as plagiarism or unacknowledged appropriation of another's work in any academic work.
- Obey the policies, regulations, and laws of the United States of America, the State of Kansas, The Kansas Board of Regents, Pittsburg State University, and the Gladys A. Kelce College of Business.
- If a student observes someone committing dishonesty in connection with academic work, the student is encouraged to report that dishonesty to the appropriate individual (ex, faculty member, or administrator).

Students with Disabilities

Please inform the instructor if you have a learning or physical disability that interferes with course requirements. Assistance and/or appropriate accommodations may be available through the contacts listed on the current Syllabus Supplement.



Course Evaluation Methods

Final Grade Calculation

Assessments	Points
Introduce Yourself	10
Discussion Assignments (7)	135
Weekly Assignments (8)	190
Weekly Quizzes (7)	276
Total Points Possible	611

Due dates for Discussion Assignments, Weekly Assignments, and Weekly Quizzes are posted in each weekly module.

Quizzes consist of multiple-choice and true-false questions. Quizzes will be administered on Canvas using Respondus Lockdown Browser and a webcam (more info on Canvas).

All quizzes are open book/note. However, students are not allowed to use internet search during the quizzes and each student is expected to work alone, which is the purpose of the LockDown browser and the video recording. If students appear to be copying materials to give to other students, they will be dropped from the class. Each student will also have to show identification at the beginning of each quiz to ensure he or she is the person taking the quiz.

Grading

In determining the final course grade, the following scale is used:

- 90 - 100% = A
- 80 - 89% = B
- 70 - 79% = C
- 60 - 69% = D
- Below 60% = F

Students will receive feedback on all assignments and quizzes within two days after the due date of the assignment.

Rubrics

Rubrics are included in Canvas for each assignment and will provide an understanding of how you will be assessed. Grading comments will be made in the comment boxes of the rubric for each assignment. Emails may be sent to individual students to clarify grading outcomes if a more extensive explanation is necessary. If a student has a question regarding the grading of an assignment, the student is asked to **email the instructor** with their concern **within 48 hours** of the posting of the grade. Every attempt will be made to respond to students' emails within 48 hours. It is imperative that the tone of the email is



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professional, courteous, and respectful. The instructor will not go back at the end of the session to review grading of past assignments or re-grade earlier assignments.

Late Work Policy

Late work will not be accepted with the exception of emergency-type circumstances. You must contact the instructor BEFORE the due date to be given such consideration. All such instances will need to be verified before late work is accepted. Standard grade deductions for late work apply. All quizzes/exams and assignments will receive a 50% deduction for each 24-hour time period. After 48 hours, no late work will be accepted for any reason.

Note

The instructor reserves the right to amend and to reorganize this syllabus at any time.

