

Avila University/ Acadeum Course Sharing Syllabus Sample

*Actual course syllabus may differ

Course: BU 350 Data Science: Business Intelligence and Analytics

Course Description

This course is designed as an introduction to, and overview of, fundamental and intermediate business intelligence and analytics concepts and techniques. The emphasis is primarily on the thought processes behind different types of data science techniques and secondarily on the mechanical execution of such analyses. Topics include current data visualization practices, data mining, classical statistical analytics and customer and social data analysis.

Required Text:

Provost, Foster and Fawcett, Tom, Data Science for Business, O'Reilly Media, Inc., 2013. ISBN: 978-1-449-36132-7.

Hardoon, David Roi and Shmueli, Galit, Getting Started with Business Analytics: Insightful Decision-Making, CRC Press, 2013. ISBN: 978-1-4398-9653-2.

Intended Learning Outcomes

Business Administration Major Learning Outcomes

Upon completion of this course, students will be able to:

- Apply methods of quantitative data analysis to support organizational decision-making processes.

*Assessed through in class discussions and written papers.

Course Outcomes

Upon completion of this course, students will be able to:

- Demonstrate a conceptual understanding of principles of data science.
- Demonstrate an ability to select and execute the appropriate technique to solve a business analysis problem
- Demonstrate the ability to accurately interpret the results of output from analytical models.

*Assessed through in-class discussions, applied work in Excel, and written papers.

Communicating with Faculty

Students may contact instructors by e-mail, voice mail or other means as directed by the faculty member to discuss questions or issues that arise during the semester. Refer to instructor contact information listed in the course shell.

Course and Discussion Participation

Active participation is a must in this program. Each week one or more key discussion questions, activities, debates, etc. will be posted. Generally, you will be required to respond to the main discussion. Rather information will be contained in the course syllabus.

Netiquette

Although it is not expected to be a problem in postsecondary classes, students are asked to behave in the discussions and other class interactions in a professional and civil manner. If you are in doubt, do not post it! Instructors reserve the right to remove any postings deemed inappropriate, unprofessional, or otherwise distracting from the course.

Disruptive behavior is prohibited. We consider disruptive behavior as any student conduct that interferes with or obstructs the teaching or learning process in the on line classroom. Please note that when communicating online with your instructor or peers proper “netiquette” must be applied. As online communication does not allow us to assess one another’s intentions or responses through gestures, facial expressions and other non-verbal communication elements, appropriate and professional use of online writing is crucial in showing respect to one another and preserving our online learning community. Some reminders of appropriate and professional netiquette are as follows:

- Use appropriate manner of address (“Hi John”) when starting online interaction.
- Use polite and professional tone in your writing.
- All mail should have a subject heading that reflects the content of the message.
- Remember that using all capital letters in online communication is ‘read’ as shouting and can be considered rude or abusive by recipients of your message.
- Avoid overindulging in emoticons as they do not ameliorate rude or sarcastic speech online.
- Respect the copyright on all materials that you use or pass along to others. Always use citations when quote another person’s ideas, expressions and research findings.

Time Management and Late Assignments

Deadlines are an unavoidable part of being a professional and this course is no exception. You are completing an online program with courses delivered in eight-week terms. This timeframe is referred to as an “accelerated” approach. Procrastination will lead to low performance without time to recover. To encourage you to stay on schedule, due dates have been established for each assignment and your online academic advisor is available to support your efforts in developing healthy participation habits.

Any assignment that is not submitted in a timely manner will have 25% of the total point value deducted from the final grade. All work is due in a timely manner.

During your first access to the current term, you are encouraged to review the course syllabus in order to identify deadlines and the instructor's policy on assignment submissions. After you review a course syllabus, reach out to your instructor for clarification as needed. If you are aware of a due date timing conflicts, your instructor is the only staff that can work with you on an alternative due date. Maintain communication with your instructor, and notify your online academic advisor when you need additional support with time and priority management

Student Success Tip: The beginning of the term is the best time to communicate with your instructor a request for an alternative due date.

Attendance Policy

Students are expected to login multiple times weekly to all classes for which they are registered.

Excessive absence may result in a grade of 'F'.

Attendance in an *online asynchronous* course is defined as active participation in an academically-related activity. At least one **academically-related activity** should be conducted each week. Merely logging in or communicating with the instructor does not constitute attendance. You must complete at least one course assignment, quiz, etc., in order to be counted present for that week. Non-attendance can impact your financial aid.

Attendance: Attendance is required for all class meetings. If you attend class virtually through Zoom, MS Teams, or other online platform, your **Camera Must Be On** during class. Failure to turn on your camera may result in being counted absent. Multiple absences may result in a lower grade for the course. Logging in alone does **not** equal attending. The same expectations for dress, decorum, and participation are required for all students whether they attend class in person or virtually.

Academic Honesty Policy

Plagiarism involves using ideas or wording from another source without proper attribution. If you use information from a website, journal, or book, cite that source. If you use someone else's wording, put it in quotes. When in doubt, cite and quote. Use of outside sources is an excellent writing technique. Use that technique; it will enhance your papers. But cite that source!

Avila Advantage faculty take plagiarism and cheating very seriously. In incidents of cheating and plagiarism violations, the facilitator will determine the sanction for the incident, up to and including failure for the course. In addition, any incident automatically results in notification of the Office of the Academic Dean for further disciplinary action.

Evaluation and Grading Breakdown

<i>Assignments</i>	<i>Point Values</i>
Participation in Class Discussions	50 points
Video proposal	5 points
Conduct statistical tests in Excel	20 points
Paper describing video	10 points
Final Paper	40 points
<i>Total Points</i>	<i>125 points</i>

Grading Scale

A: 90–100%	4.0
B: 80–89%	3.0
C: 70–79%	2.0
D: 60–69%	1.0

University Services

Tutoring and Writing Resources

Get the most out of your educational experience at Avila University! Take advantage of our tutoring and writing support. To help students achieve their academic goals, Avila University offers free assistance with their course work. TutorMe is your tutoring resource that can be found in every class. If you find yourself in need of extra assistance on a particular topic you can click on TutorMe and you will be connected with a tutor. This resource can also be used for assistance in writing papers.

To find out more, go here: <https://www.avila.edu/student-services/learning-services>

Library Access

From an internet browser, you can access the Avila University library catalog and online research databases. To access the Library online you will be prompted to enter your institution's login credentials.

<https://www.avila.edu/academics/learning-commons>

By accessing the library, you can:

- Search for online books, journals, or copies of articles
- Ask research questions of librarians by email or phone
- Find online resources – online, writing guides, research tutorials, dictionaries, and encyclopedias

Disability Services

Avila University views disability as an important aspect of diversity, and is committed to providing equitable access to learning opportunities to students with documented disabilities (e.g. mental health, attentional, learning, chronic health, sensory, physical, etc.). If you are a student who has (or may have) a disability, please contact the Student Access Office to engage in a confidential conversation about the process for requesting reasonable accommodations in the classroom or in other settings on campus. Students are encouraged to register with the Student Access Office as soon as they begin their coursework but may register at any point during their studies. Accommodations, however, are not provided retroactively. Students may contact the Student Access Office by email (DSO@Avila.edu), telephone (816-501-3666), or by stopping by their office located in the Student Success Center in Hodes-lower level of Carondelet Hall (Building #8). Students may also learn more about the Student Access Office by visiting <https://www.avila.edu/avila-life/student-success-center/student-access-office/>