COURSE INFORMATION

Course Title: BU 261 Business Analytics I

Time: Summer 2022 (Online & Weekly Zoom Meeting / MS Excel Labs / Google Analytics / Tableau)

Department: Dayton School of Business

INSTRUCTOR INFORMATION

Name: Albert Kalim, MBA, MSc

Email: albert.kalim@asbury.edu

Office Hours: Please set up an appointment if you need to meet.

Cellphone Number: 859-806-5809

COURSE DESCRIPTION

General Description: BU/BUA 261 (3) Business Analytics I—Students will engage in finite mathematical applications, basic statistics, and probability within a business context. Furthermore, students will explore contemporary applications of data storage, extracting, and analysis within the business sector. Specifically, a managerial understanding of big data, data mining, and data collection will be considered. Pre-requisite: MAT 120 or equivalent.

COURSE REQUIREMENTS

Course Prerequisites: MAT 120 or equivalent

Textbooks:

"Business Analytics: Methods, Models, and Decisions" by James R. Evans, 2nd Edition; **ISBN: 978-0321997821**

Required Readings: *Lecture notes/slides will be provided.*

Exams: There will be two exams. Each exam covers a few weeks of materials. Exams will be taken outside of class time and will be open notes/open books/open resources.

Activity/Assignment	Points/Weighting
Midterm Exam	**25%**
Final Exam	**25%**
Homework Assignments	**25%**
Google Analytics & Tableau Projects	**25%**

SCHEDULE OVERVIEW

Week of	Statistics Reading
5/16	Analyzing Business Data
5/23	Statistical Presentations & Graphs
5/30	Measurements of Location
6/6	Measurements of Dispersion
	MIDTERM EXAM
6/13	Probability
6/20	Probability Distributions for Discrete Random Variables
6/27	Probability Distributions for Continuous Random Variables
7/4	Sampling Distributions and Confidence Intervals for the Mean
	FINAL EXAM

** Text material must be read PRIOR to class for vital discussion.
***Schedule may be altered at instructor's discretions.