**Business Management 2321**

**Business Analytics**

**Summer 2017 – Lecture Section 3810**

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| **Instructors** | Dr. Eric Jackson |
| **Information** | Office 630 Fisher hall. Office hours Tue 8-10am. No phone at this time. Email Jackson.2858@osu.edu |
| **TAs** | Mr. Huiwu Wang. Office 046 Fisher Hall. Office hours 1-3pm Mon. Phone 614-620-3450 wang.8414@osu.edu |
| **Course Text** | Required: You must purchase access to the Kendall Hall web site at: <https://he.kendallhunt.com/khbusmgt2321businessanalytics>This site contains the quizzes, practical exercises and the model building exercises as well as selected electronic excerpts from the text.Kros John F., *Spreadsheet Modeling for Business* *Decisions* 4th Ed. Kendall Hunt, Dubuque, IA 2014For those of you who want to purchase a hard copy of the text the ISBN is 1-46524-111-6 |
| **Software** | Microsoft EXCEL with the SOLVER add-in. |

**Note: The classroom is “electronics free” during lectures - laptop computers or cell phones will not be allowed. Any student violating this policy may be asked to leave the classroom.**

**COURSE INTRODUCTION**

The field of data analytics has its roots in the 1940’s, primarily in wartime logistics. Since then, data analysis, analytic techniques and expanded methodologies are increasingly implemented into the business world. Decisions based on operations research models are proven to increase revenues, decrease costs, and significantly impact the fiscal health of business organizations.

Data Analytics models are not limited to operations - models are used in the fields of finance, tax, marketing, human resources, materials, and logistics. Professions in health care, government, and transportation organizations benefit from the use of these models, and the ability to construct them. Recent computer software developments, combined with the rapidity with which data may now be collected, transferred, and shared, has opened the floodgates to the use of data analytics. Most CEOs of the Forbes Top 50 have several data analytics books listed on their list of required reading for senior executives. Students who master the material presented in the course will have a competitive advantage over their peers both in school and in their future careers.

The objective of the course is to familiarize you with several major decision modeling techniques, how to gather data for such models, how to derive and assemble the models, and how to interpret the results and make decisions using the results. Several of the techniques taught in this course are currently used in major corporations on very large scales. In addition, the integration of Microsoft EXCEL (along with the “Goal Seek” and “Solver” add-ins) makes this course an important foundation for future courses at Fisher as well as various business careers.

**PROCEDURES**

### Students taking BusMGT 2321 are either business majors or persons interested in operations. We will treat each of our class sessions as *business meetings*. As the *meeting leader*, instructors are expected to post an agenda and state the expectations, or end state, for each meeting. You will find those expectations in the course schedule. As *meeting attendees* you are to be prepared for each meeting, to include reading all materials, bringing ideas and questions regarding the material, and completing all deliverables (i.e. assignments, individual practical examples, etc.) prior to the beginning of each class. Meeting attendees are expected to arrive on time and be prepared for the meeting to start as scheduled.

Cell phones and other distractions are not acceptable in business meetings. Turn cell phones off or place them on silent (not vibrate) and remove them from your desk. If you have a legitimate reason that any correspondence cannot be delayed during our classes (i.e. your wife is 8.99999 months pregnant and you are waiting for the “go” call), let the instructor know before class. Personal computers and electronic pads are not allowed during class unless you are told to bring them for a specific subject.

You should be properly attired for class – others perception of you as a business professional will depend, in some part, on your appearance. Unacceptable attire for business meetings includes, but is not limited to, hats, revealing or workout clothes, offensive clothing, etc. Some of these standards are, admittedly, subjective. Remember, you want to start preparing for the business world. There are often future employers on the Fisher campus. Should you be introduced, what impression do you wish to make?

***Our classroom expectations parallel the professional attitude your future employers will demand***. Our expectations of you, as business professionals, are high, but never higher than the expectations you should put on yourself.

**COURSE FORMAT**

**BusMGT 2321 format for Autumn Semester 2017:**

* General format:
	+ The course runs the entire semester.
	+ The course has one weekly required lecture
	+ The course has one weekly recitation
* There are 4 graded components
	+ Exams – 1 Midterm (25%) and one Final (25%) – 50% of your grade
	+ Practical Exercises – three practical exercises (10% each) – 30% of your grade
	+ Model Building Exercises – a sequence of 5 models (2% each) – 10% of your grade
	+ On-line Quizzes – a sequence of 5 quizzes (2% each) – 10% of your grade
* The course presentation has three components
	+ Video lectures - A series of 10-15 minute lectures to be viewed before weekly lectures, each concentrating on one key point from the text
	+ Weekly lectures & recitations - Face-to-face time with the instructors where we work problems, both individually and in groups, develop key points, and answer questions

For example, network modeling includes a series of video lectures, from which students should understand the differences in the models, how to set up such models, and then apply the models in a Practical Exercise. During lecture we will present specific issues with these models and work one together. Recitations will provide additional practice and time to interact with instructors or fellow students on specific issues.

*The following information should help you understand how to excel in the course:*

***Lectures:***

In general, lecture topics will follow the tentative course schedule. It will be assumed that the students will read the textbook material and watch the videos before the lecture.

***Homework:***

Practice is essential. Suggested homework problems are posted on the course website. **Homework is not collected**, but solutions are available. Students are encouraged to ask questions about the homework problems at any time in class or in office hours with the instructors or the Teaching Assistants.

***Class Attendance:***

Attendance in this class is highly recommended as the pace of the class is quite fast with new material taught each day. Organize your personal affairs to allow for attendance at every class session. You are responsible for all announcements and assignments made in class by your instructor. Any major changes in the tentative course schedule will be announced in class one week prior to the change and may change the content of material on the exams. If time remains in a class, we may start lecturing with material from the next lecture’s content.

#### **Examinations:**

#### All exams in this course are **closed book / closed notes**. The dates of the exams are listed on the tentative schedule. Exams may be short answer, fill-in-the blank, multiple choice, etc. You will not be told the format before the exam as we want you to prepare for the material covered, not the exam format.

#### We implement the following procedures for exams:

#### All students will take the exam as assigned in the schedule

#### There will be assigned, random seating for the exams

#### There will be multiple versions of the exams

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| **No early exams or makeup exams will be given!** |

Students missing the exams with a university-approved excuse will be handled on an individual basis. Unless your university-approved excuse is unscheduled, you must coordinate your activity 10 days before missing an exam or assignment to receive credit.

Students missing the final exam with a university-approved excuse will be given an “I” (Incomplete) grade until the exam is taken at a time agreeable to both the student and the professor in accordance with university policy.

If you miss an exam without a university-approved excuse (family vacations, job interviews, weddings, sleeping-in, etc.), you will receive a zero on that exam and will not have an opportunity to take the exam.

If you cannot attend classes and take the exams as scheduled, ***drop the course today!***

We will review the midterm in recitation the week following the exam; the exact dates will be announced at the beginning of each exam. If you do not attend the recitation to review your midterms you may or may not get the chance to review it later, depending on the availability of the instructor. Students have the right to have a question re-graded only if they are in class on the day we review the exam. The exams and the answer keys will be collected at the end of recitation; ***students not returning their exam will receive a zero grade for the exam and submitted for academic misconduct***. The exams will be kept in our offices until the beginning of the next semester.

Exam dates, as well as all due dates, are attached to the syllabus.

**COURSE GRADING**

Your course grade will consist of the following components:

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| **Component** | **Total %** |
| Practical Exercises (3 @ 10% each) | 30% |
| On-Line Quizzes (5 @ 2% each) | 10% |
| Model Building Exercises (5 @ 2% each) | 10% |
| Midterm Exam (1 @ 25%) | 25% |
| Final Exam (cumulative) | 25% |
| **Total** | **100%** |

***THE COURSE AVERAGE IS NOT CURVED OR ROUNDED IN DETERMINING THE COURSE GRADE!***

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| **Final Grade Determination** |
| **Average** | **Grade** | **Average** | **Grade** | **Average** | **Grade** | **Average** | **Grade** |
| 67 < – < 70 |  D+ | 77 < – < 80 |  C+ | 87 < – < 90 |  B+ |  |  |
| 60 < – < 67 |  D | 73 < – < 77 |  C | 83 < – < 87 |  B | 93 < – < 100 |  A |
| 0 < – < 60 |  E | 70 < – < 73 |  C– | 80 < – < 83 |  B– | 90 < – < 93 |  A– |

#### **Grade Requirements:**

To pass BusMGT 2321 **you must**:

1. Maintain a 60% average over all graded materials
2. Complete and turn in all graded materials
	* Instructors have the right to reject submissions if the effort is particularly poor
	* Should your submission be rejected, you will be allowed to resubmit it so that you might pass the course, but will receive no points for a resubmitted assignment
3. Have a 50% average over the midterms and final exams

If you fail to meet any of these three requirements you will receive a failing grade for the course.

#### **Practical Exercises:**

Practical exercises will be assigned during the term. Hardcopies of the exercises are due at the beginning of class on the date indicated on the schedule. ***No exercises will be accepted after the class begins***. Electronic submissions of the assignments are not accepted for grading. Material from the PEs will be included on the exams.

**NOTE:** The **on-line quizzes** and **model building exercises** are designed for easy, high grades. In short, they are designed to give you an easy “A” for 20% of your course grade. If you fail to complete them or do poorly on them, it is a reflection on the effort you are making in the course. Do not postpone doing them and then expect an extension, partial credit, or an extra credit opportunity in response to your lack of performance.

#### **On-Line Quizzes:**

The on-line quizzes are due per the schedule. ***If you miss the deadline, you will receive a zero for that quiz; 2% of your grade is gone***. Valid excuses, such as medical issues, will be considered. Waiting until the last minute and having the computer or system crash is not a valid excuse – plan your time and your work accordingly.

#### **Model Building Exercises:**

These are intended to help you master your MS Excel skills and to think through inputs, outputs, and displays when modelling. You will be given very specific step-by-step instructions on how to build some very simple models. You will be graded on formatting and accuracy. These models will be submitted on-line via drop box. The models will be graded pass/fail – if the model is not exact, it may receive a grade of “0”. Before you panic, remember, you have step-by-step instructions, these are simple models, and, should you mess one up, each is only 1% of your grade. One misstep will not be an issue; several missteps will negatively impact your grade.

**MISCELLANEOUS**

***Calculator:***

It is the ***student's*** responsibility to bring a functioning calculator to each exam. The instructor will not provide a replacement calculator, batteries, nor will students be allowed to share calculators during an exam. If you haven’t replaced the batteries in your calculator since high school, buy batteries later today. ***The use of PDA’s, MP3 players, and cell phones as calculators are prohibited during exams!*** All student materials other than a calculator, extra pencils, and an eraser must be packed away prior to the entering the exam classroom.

***Cell Phones:***

Cell phones must be turned off during class. If you are expecting to receive an important phone call or text message during class, please leave the classroom to answer the call or read the text message. Any student seen texting or using a cell phone during class will be asked to leave the classroom. During exams, all cell phones must be turned off and stored in the students’ book bags.

***iPods/MP3 Players:***

No iPods or other MP3 players are to be in use during class or exams.

***Disability Services (ODS):***

If you use the Office of Disability Services, please submit all forms by the 2nd lecture. You may submit the form during lecture, during office hours, or in Room 600 Fisher Hall (ask the office staff to place it in Professor Klinker’s mailbox). We may or may not sign ODS forms after the 2nd week of class. Understand that without prior arrangement, special accommodation will not be given by ODS or the instructors.

***Academic Misconduct:***

Your instructors and the Management Sciences Department expect professional and ethical behavior in this class at all times. We have found that most students are honest and do their own work and that they appreciate knowing that we take academic misconduct very seriously. The Management Sciences Department and the University follow a standard procedure for those who choose not to behave ethically. The student code of conduct can be found on the Internet at ***studentaffairs.osu.edu/resource\_csc.asp*** . A link to this website will be placed on Carmen.

### STUDENT ATHLETES

### Student athletes must have their coach or other athletic department representative submit a letter with all scheduled competitions and scheduled practices by the 2nd week of class. Exam conflicts with varsity athlete competitions will be handled on an individual basis only after receiving official notification from the athletic department.

### Athletes participating in club sports are not excused from exams and/or individual assignments.

### STUDENT GRIEVENCE PROCEDURE

If a student has a specific problem with the administration of this class, the student has the right to discuss the problem with Fisher faculty and staff. The first step in the process is to discuss the problem with the instructor. If the problem cannot be resolved, the next step is to discuss the problem with the Management Sciences department chairperson (Dr. Kenneth Boyer), and then followed be a representative from the Fisher College Deans Office. Failure to follow this progression will usually result in delays in achieving problem resolution or the problem going unresolved.

### MAIL

### If we are not in our offices, DO NOT slide papers, assignments, etc. under our office doors. Please take all papers to the receptionist in the Management Sciences office (600 Fisher Hall). The office staff will time-stamp the papers and will put them into the appropriate Management Sciences mailbox.

### E-MAIL

On average, we receive over 100 e-mails daily. A majority of the e-mails are SPAM or may contain viruses that are directed at educators, with subject lines such as “1st Assignment” or “Question about final exam”, Our e-mail is filtered twice (OSU university level and Fisher College level) and we run virus protection software on our computers in an effort to separate the “good e-mails” from the “bad e-mails”. However, the filters and virus protection software are not 100% efficient.

In an effort to identify and delete malicious e-mails without trashing “good” student e-mails, the following criteria for all student e-mail have been established:

### E-mails must be professional or no response will be given.

### Send e-mails to Jackson.2858@osu.edu.

### E-mail subject line must begin with BusMGT 2321 followed by the student’s last name and the subject.

### For example, if the student Jane Smith were sending an e-mail about the first exam, the subject line would be

### BusMGT 2321 Smith Exam #1 Question

### E-mail not conforming to the above will not be read and will be immediately deleted.

### Do not send e-mails from Carmen or use the “Page” function in Carmen.

### GRADE NOTIFICATION POLICIES

In accordance with the 1974 Family Educational Rights and Privacy Act (FERPA), the following policies dealing with grades have been adopted:

* Student grades earned in the course (individual assignment / individual practical examples / exam grades and final grades) will not be posted in any public place including bulletin boards and/or web sites.
* Student grades earned in the course (individual assignment / individual practical examples / exam grades and final grades) will not be discussed over the phone as the identification of the student cannot be established with certainty and confidentiality may be violated.
* Student grades earned in the course (individual assignment / individual practical examples / exam grades and final grades) will not be discussed using electronic media including personal (non-OSU) e-mail as the identification of the student cannot be established with certainty and confidentiality may be violated.
* Student grades earned in the course (individual assignment / individual practical examples / exam grades and final grades) may be discussed using electronic media through the student’s authorized OSU e-mail account at the discretion of the professor. It is the responsibility of the student to keep the confidentiality of correspondence through their OSU e-mail account.
* The preferred method for discussion of student grades is in person. Students can stop in my office during office hours posted for present or subsequent terms.
* Student grades earned by a student will only be discussed with that student. Student grades for other classmates will not be discussed and/or distributed.
* Student exams during the term will not be distributed to the students to keep but will be stored for a minimum of one quarter to be used as a basis to rectify any and all grade disputes. Student requests to examine exams must be made in writing to allow for the collection of requested materials from the files.

If a student feels that a mistake was made in the determination of the final grade, that student may petition in writing (or through e-mail) for a recalculation of the grade. The individual assignment / individual practical examples / exam grades will be verified and the final grade recalculated; the student will be notified of the results of the recalculation.

##### The Schedule is tentative and is subjective to change.

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| 5/11/2017Thursday | ***Introduction & Decision Analysis***Course Syllabus & Schedule Effective Problem Solving | Video - 5 Steps in Decision Making Video - Applying the 5 Steps | Quiz 1 |
| 5/16/2017Tuesday | ***Decision Analysis***Break Even & Indifference Points Indifference TablesPayoff TablesDecision Making Under Risk | Video - Break Even Points Video - Indifference Points Video - Indifference TablesVideo - Decision Making Under RIsk | MBE1 |
| 5/18/2017Thursday | ***Decision Analysis***Decision Making Under Uncertainty Decision Making Under Certainty Decision Trees | Video - Decision Making Under UncertaintyVideo - Dec Mak Under Uncertainty - Graphic Solution Video - Decision Making Under CertaintyVideo - Decision Trees | Quiz 2 |
| 5/23/2017Tuesday | ***Linear System & Solutions***Foundations of Optimization Models Linear ProgrammingGraphic SolutionsSpreadsheet Solutions & Solver | Video - Uses and BenefitsVideo - Properties and Assumptions Video - Sample Problem Introduction Video - GraphingVideo - Graphic Solution Video - Types of Solutions | PE #1 (Ind)MBE2 |
| 5/25/2017Thursday | ***Linear Solutions & Sensitivity***Graphic Solutions & Sensitivity Spreadsheet Solutions & Solver | Video - Sensitivity Analysis (all 4) | Quiz 3 |
| 5/30/2017Tuesday | ***Business Models & Solver***Basic Businesss Models |  | MBE3 |
| 6/1/2017Thursday | ***Catch-Up & Review*** |  | PE #2 (Ind) |
| 6/6/2017Tuesday | ***Midterm Exam***Basic Businesss Models |  |  |
| 6/8/2017Thursday | ***Sensitivity & Solver*** |  | Quiz 4 |
| 6/13/2017Tuesday | ***Network Models***Networking ModelsTransportation & Logistics Applications Maximum Flow ModelsInteger and Binary Applications | Videos - Network Models, Parts 1 & 2 Videos - Tranportation Models, Parts 1 & 2Videos - Assignments Models, Parts 1, 2, & 3Videos - Maximum Flow Models, Parts 1 & 2 Videos - Shortest Path Models, Parts 1 & 2 | MBE 4 |
| 6/15/2017Thursday | ***Network Models***Network Models Assignment Models Shortest Path Models | Videos - Goal Programming (all 4)Videos - Assignments Models, Parts 1, 2, & 3 Videos - Shortest Path Models, Parts 1 & 2 | Quiz 5 |
| 6/20/2017Tuesday | ***Multiple Objective Models (Goal Programming)***Infeasible Solutions Multiple Objectives/Goals Deviation VariablesPercent/Weighted Deviation Solutions | Videos - Goal Programming (all 4) | MBE5 |
| 6/22/2017Thursday | ***Course Review***Makeup as necessary Review for Final Exam |  | PE#3 (Ind) |
| 6/27/2017Tuesday | ***Final Exam - Cumulative*** |  |  |