

Business Analytics II, Summer 2015
22 BANA2082 (003)

Time: MWF 10:30AM – 12:30PM Lindner 109

Instructor: Feng Mai
Office: 534 Lindner Hall
Office Hours: TBA
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Teaching Assistant: John Robinson (robin3jm@mail.uc.edu)

Course Description

This course develops fundamental knowledge and skills for applying statistics and operations research methods to business decision making. Topics include regression, forecasting, optimization, data mining, and the use of computer software for analytics applications.

Text

Essentials of Business Analytics, 1st Edition, ISBN10: 1-285-18727-X
Authors: Camm/Cochran/Fry/Ohlmann/Anderson/Sweeney/Williams

Grading

Excel Labs	40×4 = 160 Points	40%
Quizzes (best 4 out of 5)	4×10 = 40 Points	10%
Exam 1	60 Points	15%
Exam 2	60 Points	15%
Final Exam(Comprehensive)	80 Points	20%
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	400 Points	100%

Any dispute of grades should be made in writing within one week that exams/quizzes are returned.

Grade Scale

The final grade will be based on total number of points earned out of 400.

368 - 400	A	288 - 311	C
360 - 367	A -	280 - 287	C -
352 - 359	B +	272 - 279	D +
328 - 351	B	248 - 271	D
320 - 327	B -	240 - 247	D -
312 - 319	C +	Below 240	F

Homework

You need to submit 4 Excel Labs assignments on Blackboard. I will walk through part of the Excel Labs in class and leave the rest as assignments. They must be uploaded to Blackboard before the due time. There is a 10% per day penalty for late assignments regardless of excuse. There will also be practice problems (with answer keys) posted on Blackboard. These will not be collected, but will be similar to questions on the exams. Make sure you study and understand how to do them.

Quizzes

5 quizzes are scheduled during the semester. Your best 4 out of 5 quiz scores will be counted towards the final grades. There will be no make-up quizzes.

Computer and Software

You need a laptop with **PC version of Microsoft Excel (2010 or 2013)** for this class. If you have a PC, visit <https://www.uc.edu/ucit/students/email/Windows.html> to obtain a free download of Office 2013. If you have a Mac, visit <http://business.uc.edu/technology/services/ucvlabs.html> for the instruction of connecting to the virtual PC.

Exams

All exams will be closed book and closed notes unless otherwise announced. You may bring one single-sided letter-sized formula sheet to the exam. Calculators may not be shared.

In case of an emergency, the student must contact the instructor to request an excused absence. If approved, the final exam will be given more weight in the final grade. **Only one excused absence will be granted. All students must take the cumulative final exam.**

Attendance

This is a fast-paced class. It is very important that you attend all lectures and take good notes. We will work out problems that are helpful for homework assignments and exams. If you ever have to miss a lecture, make sure you download the notes and example problems from Blackboard and study them.

Electronic Device Use

Please turn off cell phones or set to vibrate during class. You may use computers during class for note-taking and other class-related work only. Be courteous of the ways it distracts you and peers.

Withdrawal Policy

You may withdraw from the class until July 3.

Incomplete Policy

The university policy will be followed. The I grade will be given only if a student, through no fault of his/her own, is unable to complete the course and has an excused absence from last exam. Students receiving an I grade must contact the instructor during the first week of the

following semester to arrange a method for completing the course.

Academic Integrity

As with all Lindner College of Business efforts, this course will uphold the highest ethical standards, critical to building character. Ensuing your integrity is vital and your responsibility. LCB instructors are required to report ANY incident of academic misconduct (e.g., cheating, plagiarism) to the college review process, which could result in severe consequences, including potential dismissal from the college. For further information on Academic Misconduct or related university policies and procedures, please see the UC Code of Conduct (http://www.uc.edu/conduct/Code_of_Conduct.html).

Disability

Students with disabilities who need academic accommodations or other specialized services while attending the University of Cincinnati will receive reasonable accommodations to meet their individual needs as well as advocacy assistance on disability-related issues. Students requiring special accommodation must register with the Disability Services Office. (<http://www.uc.edu/sas/disability>)

Academic Support:

- One-on-One Tutoring

Peer Tutoring is offered for this course by the Learning Assistance Center (LAC.) Tutoring sessions are designed to allow students to work one-on-one with a qualified and trained peer tutor to address course content and study skills. Students may schedule appointments online at <https://lacscheduling.uc.edu>. For more information about the tutoring program as well as days, times, and scheduling instructions, please refer to the LAC website: www.uc.edu/tutoring

- Drop-in Tutoring

Drop-in tutoring is offered **Thursday 11am-5pm** for this course by the Math and Science Support (MASS) Center. During the listed times, students will be able to work collaboratively with each other under the guidance of a highly-trained tutor. No appointment is necessary for these tutoring sessions, but there are a limited number of seats available on a first-come, first-served in the MASS center. You can find the schedule and more information about the MASS Center at <http://www.uc.edu/aess/lac/masscenter/studytables.html>.

The instructor reserves the right to revise the syllabus.

Tentative Schedule

Week		Class Date	Topic	Chapter	Note	Quiz
Week 1	W	6/24/2015	Review of Probability and Statistics	1, 2	Bring Laptops	
	F	6/26/2015	Regression	4.1, 4.2		
Week 2	M	6/29/2015	Regression	4.3, 4.4	Bring Laptops	Quiz 1
	W	7/1/2015	Regression	4.5-4.8		Quiz 2
	F	7/3/2015	No Class (Independence Day)			
Week 3	M	7/6/2015	<i>Excel Lab 1</i>	4	Bring Laptops	
	W	7/8/2015	Forecasting	5		
	F	7/10/2015	Exam 1			
Week 4	M	7/13/2015	Forecasting, Linear Programming	5, 8.1, 8.2	Bring Laptops	
	W	7/15/2015	<i>Excel Lab 2</i>	4, 5, 7	Excel Lab 1 Due	Quiz 3
	F	7/17/2015	Linear Programming	8.2, 8.5		
Week 5	M	7/20/2015	Linear Programming	8.2, 8.5		Quiz 4
	W	7/22/2015	<i>Excel Lab 3</i>		Bring Laptops	
	F	7/24/2015	Integer Programming, Non-linear optimization	9, 10	Excel Lab 2 Due	Quiz 5
Week 6	M	7/27/2015	Integer Programming, Non-linear optimization	9, 10		
	W	7/29/2015	Exam 2			
	F	7/31/2015	<i>Excel Lab 4</i>	9, 10	Excel Lab 3 Due Bring Laptops	
Week 7	M	8/3/2015	Decision Analysis	12		
	W	8/5/2015	Data Mining	6	Bring Laptops	
	F	8/7/2015	Final Exam			