Business Analytics II

22-BANA-2082-001, 3 Undergraduate Credit Hours
1:15-4:15 Thursday
108 Carl H. Lindner Hall

Course Prerequisites: One of the following courses: BANA2081, STAT1034, STAT2037, 22QA281, 22QA281H, 28STAT202, 32STAT202, 32STAT231, 34STAT242, 15STAT148, 15STAT148H, 15STAT361, 15MATH148, 15MATH361, 15ECON320, or 22ECON320.

Instructor: Michael Magazine, Professor and Ohio Eminent Scholar
522 Carl H. Lindner Hall       (513)556-7191
mike.magazine@UC.edu      http://www.business.uc.edu/Michael-Magazine
Office Hours: Thursday A.M. and as needed

Department of Operations, Business Analytics, and Information Systems
Carl H. Lindner College of Business
University of Cincinnati
2925 Campus Green Drive, Cincinnati, OH 45221-0130
Voice: (513)556-7140     Fax: (513)556-5499     http://business.uc.edu/departments/oba

This course aligns with PACE, the Lindner College of Business platform for developing a balanced business professional.

Professionalism – Students will acquire and refine the soft-skills necessary to effectively lead and perform in business and social situations.

Academics – Students will gain a breadth and depth of knowledge of business functions and general education, developing and applying strong analytical and problem-solving skills.

Character – Students will build a solid base of the mental and cultural competencies necessary to contribute to their organizations, professions, and the global community.
Engagement – Students will understand the importance of commitment to and active participation in experiences valued to their professional fields and for personal growth and development.

Course Objectives

1. Develop skill in recognizing situations where business analytics are a valuable modeling tool.
2. Develop skill in formulating, analyzing, and interpreting commonly encountered mathematical models.
3. Develop a solid background in the basics of analysis of variance; simple and multiple regression; linear, integer, and nonlinear programming; network models for transportation/transshipment modeling and personnel assignment; risk and simulation modeling; decision analysis; and making multi-criteria decisions.
4. Acquaint the student with currently available software packages for analyzing mathematical models. Microsoft EXCEL Data Analysis, Microsoft EXCEL Solver, and Oracle Crystal Ball will be employed for problem solving.

Attendance Verification

This is your first assignment. It is due the second week of class. You get 0 points for doing it and -10 points for not doing it.

Grading Policy

Notes: 1) It is the student's responsibility to keep all graded work in case your grade is at question. 2) Without mutually agreeable prior arrangements, late work will not be accepted. 3) Final grades will be available through UC OneStop and will not be posted nor will they be provided over email, telephone, or personally. 4) Grades will be earned for the required work only. No additional work will be provided for "extra credit"or"grade-improvement".

Examinations and Assignments

Our first exercise is to determine the grading scheme to use in this course. This will follow a prescriptive protocol.

Texts (A representative from Cengage will come to class at 1:45 to discuss this)

Cengage Publishing
ESSENTIALS OF BUSINESS ANALYTICS, 2nd Edition
(Camm/Fry/Anderson/Sweeney/Williams)
Although hard copies of this book are available, both new and used, you will receive an ebook from Cengage along with a required code for a discounted price of $100.00. This is a requirement as homework assignments are available only through this mechanism. A Cengage representative will come to the first class to discuss this with you.

Information Resources

Extensive use of Blackboard Learning and Community Portal System Version 9.1 will be employed for students to access documents (in Lecture Materials) such as PowerPoint slides, the syllabus, or assignments, and for communication such as announcements and postings for office hours. Email communication will be maintained through Blackboard and this requires that you keep a functioning email address registered, a setting you control. You may access Blackboard at http://canopy.uc.edu/ and the Contact Support Team at the Help button may assist. The Blackboard site for this course is not to be used for anything other than course-related issues. Blackboard should not be used to solicit classmates for anything such as encouragement to fill out a survey, attend a function, or anything not related to the course.

Podcasts---Another alternative if you miss class is to see a podcast of the class...of course, if you just can’t stay away you can also watch the podcast to watch a class you did attend. The podcasts are given through ECHO360 which will be available a few hours after the class. They can be found under ECHO360 Lecture on the menu on the left side of the course blackboard screen.

Withdrawal Policy

The university policy will be followed regarding the awarding of a W grade, i.e., the W grade will be given only if a student withdraws before the officially stated university deadline. According to UC policy you may withdraw until 5:00 P.M., ?? After this date the W grade is no longer an option.

Electronics

Computer usage is required for class-related activities such as accessing the lecture slides, Microsoft EXCEL Solver, Oracle Crystal Ball, and graded material. Please do not use Facebook, Twitter, LinkedIn, YouTube, Google, eBay, instant messaging, or other such activities not related to the course topics. Please either turn off or place on vibrate all cell phones. If you must take a call or text with someone, please do not do so in the classroom. Politely leave the room and return – no problem. During examinations cell phones must be off. Electronic calculators will be allowed for in-class examinations if they are needed. Make sure you bring your laptops the first day of class.

Special attention Mac users: There are some differences for Mac users but these shouldn't create significant changes. An alternative is for Mac users to remote into UCVLabs and do their data analysis work there. There is documentation available here:
Alternatively, the can just point their Safari browser to ucvlabs.uc.edu, download the VMWare View Client (it will prompt them to do so), install it (fairly simple install), and begin using it.

**Class Participation Policy**

It is up to you to be responsible enough to come to class and participate.

**Absences**

While absences from class are extremely discouraged, sometimes exceptional circumstances arise that require missing a class. If you must miss a class, please do not contact the professor since attendance is not recorded and such an interaction is not needed. Each class is digitally recorded and you may view any missed class within hours after it is over. In the event that you do miss a class, it is your responsibility to determine what you missed and obtain handouts. Please work with fellow students to acquire any additional course policies and procedures, obtain homework assignments, and determine the material that was covered. You may use Office Hours to answer specific questions regarding missed materials but a repeat or detailed synopsis of the missed lecture will not be performed.

**Incomplete Policy**

The university policy will be followed regarding the awarding of an I grade, i.e., the I grade will be given only if a student is unable to complete the course and has an excused absence for any delinquent work. Unless an acceptable reason exists to postpone completing the course during the next academic semester, all work necessary to change an I grade must be finished during the immediately following semester or your grade will be converted to an F.

**Notification of Grades**

Final grades will be available through UC OneStop and will not be posted nor will they be provided over email, telephone, or personally. The Teaching Assistants and administrative staff do not have access to final grades nor are they authorized to release any grades.

**Special Needs Policy and Disability Services**

If you have any special needs related to your participation in this course, including identified visual impairment, hearing impairment, physical impairment, communication disorder, and/or specific learning disability that may influence your performance in this course, you should meet with the instructor to arrange for reasonable provisions to ensure an equitable opportunity to meet all the requirements of this course. At the discretion of the instructor, some accommodations may require prior approval by Disability Services.

If utilizing Disability Services results in any changes of usual procedures for any examination, project, or homework, please notify the professor and process the required paperwork immediately with the professor in his office. A photocopy of the paperwork must be given to the professor. For all
such cases, the end of the second week of the semester is the deadline for processing paperwork from Disability Services. If paperwork from Disability Services is pending, please discuss the situation with the professor before the end of the second week of the semester. Failure to follow these guidelines will result in the usual procedures for any examination, project, or homework being retained. Please note:

- If you are taking any examination with Disability Services, you must schedule the examination so that it overlaps with the time period the class is taking the examination.
- Extra time for assignments must be arranged at the time the assignment is given.

Emergency Class Cancellation Policy

For a suspected inclement weather closure such emergencies are posted to UC’s homepage [http://www.uc.edu](http://www.uc.edu). You may also wish to scan local television, radio, and websites since they may receive and release information regarding UC closures. If UC is closed, class is cancelled. If UC does not close, unless you hear otherwise from me, assume class will be held as scheduled. In the rare case of emergency cancellation of a class for any other unexpected reason, such cancellation will be communicated to students via email through Blackboard.

Academic Integrity Policy

The University Rules, including the Student Code of Conduct, and other documented policies of the course, department, college, and university related to academic integrity will be enforced. Any violation of these regulations, including acts of plagiarism or cheating, will be dealt with on an individual basis according to the severity of the misconduct. Please refer to the Student Code of Conduct at [http://www.uc.edu/conduct/Code_of_Conduct.html](http://www.uc.edu/conduct/Code_of_Conduct.html).

It is expected and encouraged that students should discuss readings, homework assignments, and case reports with each other unless otherwise specified. When doing homework and cases, try on your own, ask for help from anyone, and get the work completed. However, getting an exercise or case worked through to a solution is not necessarily learning. Make sure you know what the problem is, what the solution is, and what the solution implies. Merely copying someone's work will not guarantee this.