Instructor | Dr. Bobbie Green  
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Phone/Voicemail | (505) 646-2640  
Office | Guthrie Hall, Room 313a  
Canvas | [http://learn.nmsu.edu](http://learn.nmsu.edu)  
Office Hours | Wednesdays 2:30 – 3:30 or by appointment  

**Textbook** (Required)

- Analytic Solver Platform for Students which can be downloaded at [http://www.solver.com/student](http://www.solver.com/student). Instructions will be provided at the beginning of the semester. (Please do not install until you have received instructions from your instructor!)

**Course Description**

This course will explore concepts, business practices, and technologies used for collecting and analyzing business intelligence (BI) and big data. Business objectives will be evaluated through the analysis and reporting of data to identify patterns, trends to predict future behaviors and to optimize business processes for enhanced performance. Online Analytical Processing (OLAP) tools, data mining, simulations, and business applications will be used to answer tough business questions and optimize business decisions.

**Course Objectives**

Upon completion of this course, the student will be able to:

- Explore business tools and applications  
- Understand online analytical processing (OLAP) and data mining strategies  
- Use simulation and optimization techniques  
- Explore supply chain and marketing analytics  
- Explore techniques for managing big data  
- Analyze data sets using current business tools  
- Identify and categorize big data for purposes of selecting the appropriate tools with which to answer challenging questions  
- Use analytics to make business decisions which lead to a competitive advantage
Exams

- There will be three exams and each exam is worth 100 points (300 points total). The exams will cover material from the textbook, lectures, and the assignments.
- The final exam will cover the material since the second exam and some central terms and concepts that have been discussed since the beginning of the semester.
- Each exam may be any combination of the following:

<table>
<thead>
<tr>
<th>Type</th>
<th>Format</th>
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<tbody>
<tr>
<td>Essay</td>
<td>Multiple Choice</td>
</tr>
<tr>
<td>Fill-in-the blanks</td>
<td>Short Answer</td>
</tr>
<tr>
<td>Matching</td>
<td>True False</td>
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Hands-On Exams

- You will need Microsoft Excel (instructions assume that you are using Office 2010 or 2013) to complete these assignments. You will complete the hands-on portion of the exam using the Analytic Solver Platform.

Quizzes

- There will be ten quizzes and each quiz is worth 30 points (300 points total). These quizzes will cover the Business Analytics textbook material, lectures and other assigned materials. You will take the quizzes and exams online via Canvas.

Assignments

- There will be ten assignments. Each assignment is worth 40 points (400 points total). Assignments will be derived from the exercises in the textbooks, lectures, and other resources as assigned by the Instructor.

Miscellaneous

- Laptops, PDA’s, cell phones, headphones and other electronic devices are not to be used during class unless approved by the instructor. There will be NO TEXTING during class. No side conversations, no reading of outside material and no inappropriate behavior during class.
- You may be administratively withdrawn from the course for unapproved absenteeism and 3 or more missed assignments. (Unexcused absences also include excessive tardiness and/or leaving classes early.)
- Email Communications: Due to privacy and security concerns, the instructor is unable to respond to emails from or about students that do not originate from an official NMSU email address. The preferred method of correspondence in this course is via CANVAS email.
- To assist you in meeting College expectations with respect to writing and presentation skills, an “Academic Survival Kit” with resources on writing and presentation skills is available at [http://business.nmsu.edu/students/survival-kit/](http://business.nmsu.edu/students/survival-kit/).
Late assignments

- Late assignments will not be accepted without a valid, documented excuse. You will not receive credit for assignments that are submitted late unless previously approved by the Instructor.

Students with Disabilities

Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act (ADA) covers issues relating to disability and accommodations. If a student has questions or needs an accommodation in the classroom (all medical information is treated confidentially), contact: Trudy Luken Student Accessibility Services (SAS) – Corbett Center, Room 244, Phone: 646-6840 Email: sas@nmsu.edu; Website: www.nmsu.edu/~ssd/

NMSU policy prohibits discrimination on the basis of age, ancestry, color, disability, gender identity, genetic information, national origin, race, religion, retaliation, serious medical condition, sex, sexual orientation, spousal affiliation and protected veterans status. Furthermore, Title IX prohibits sex discrimination to include sexual misconduct, sexual violence, sexual harassment and retaliation.

For more information on discrimination issues, Title IX or NMSU’s complaint process contact: Gerard Nevarez or Agustin Diaz, Office of Institutional Equity (OIE) – O’Loughlin House, Phone: 646-3635 Email: equity@nmsu.edu; Website: www.nmsu.edu/~eeo

Scholastic Dishonesty

- Scholastic dishonesty will not be tolerated. This includes submitting work that was not completed by you or copying answers from another source. The penalty for dishonest behavior can range from receiving a zero for an assignment/exam to censure from the University.

Incomplete Grades:

- Under university policy, incompletes may be given only if a student has a passing grade at mid-semester (the last day to withdraw from a class) and is precluded from successful completion of the second half of the course by a documented illness, documented death, family crisis or other similar circumstances beyond the student's control. An incomplete will not be given to avoid assigning a grade for marginal or failing work.

Withdrawals and drops:

- The deadline for withdrawing from a course in the fall is March 11, 2014. Students in the College of Business may withdraw from a class by presenting an add/drop slip to the staff in the Advising Center who will process it, if it is received prior to the deadline.
Point Distribution and Grades: (Note: Instructor may make adjustments to this point distribution as needed.)

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<thead>
<tr>
<th></th>
<th># of Assignments</th>
<th>Total Possible Points</th>
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<tbody>
<tr>
<td>Exams</td>
<td>03</td>
<td>300</td>
</tr>
<tr>
<td>Quizzes</td>
<td>10</td>
<td>300</td>
</tr>
<tr>
<td>Weekly Assignments</td>
<td>10</td>
<td>400</td>
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<tr>
<td>Total</td>
<td></td>
<td>1000</td>
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Grades will be assigned as follows:

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Grade</th>
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<tbody>
<tr>
<td>100% through 90%</td>
<td>A</td>
</tr>
<tr>
<td>89% through 80%</td>
<td>B</td>
</tr>
<tr>
<td>79% through 70%</td>
<td>C</td>
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<tr>
<td>69% through 60%</td>
<td>D</td>
</tr>
<tr>
<td>59% or less</td>
<td>F</td>
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