### Course Information

**Department/School of:** Business  
**Instructor Name:** Shikhar Acharya, Ph.D.  
**Office Location:** 302 Founders Hall  
**Office Phone:**  
**Email Address:** shikhar.acharya@untdallas.edu  
**Office Hours:** M/Tu/W/Th: 10:00 AM – 11:00 AM – waiting room enabled Zoom office hours on a first-come first-served basis.  
11:00 AM – noon: one-on-one scheduled Zoom meeting and promptly monitored email response. Link will be provided in Canvas, change in hours will be communicated to the students.  
**Classroom Location:** Online – Use the Zoom link in Canvas to join the class online  
**Class Meeting Days & Times:** Monday 4:00 PM – 6:50 PM  
**Course Catalog Description:** General introduction to concepts and ideas of Business Analytics and its roles in the business decision making process.  
**Prerequisites:** DSCI 2710/230  
**Required Text and Resources:**  
1. Eric Siegel, Predictive Analytics: The Power to Predict Who Will Click, Buy, Lie, or Die, Revised and Updated, © Wiley, ISBN: 978-1119145677  
3. R programming language

### Access to Learning Resources:

**UNT Dallas Library:**  
phone: (972) 780-1616  
web: [http://www.untdallas.edu/library](http://www.untdallas.edu/library)  
e-mail: library@untdallas.edu

**UNT Dallas Bookstore:**  
phone: (972) 780-3652  
web: [http://www.untdallas.edu/bookstore](http://www.untdallas.edu/bookstore)  
e-mail: untdallas@bkstr.com

Access Canvas via [untdallas.instructure.com](http://untdallas.instructure.com)  
- **Username:** your EUID #  
- **Password:** your password

**Canvas 24/7 Phone Support for Students:** 1-833-668-8634  
Canvas Help Resources: [Canvas Student Guide](http://untdallas.instructure.com)  
For additional assistance, contact Student Assistance (Distance Learning):  
DAL 1, Rm 157  
phone: (972)338-5580  
e-mail: distancelearning@untdallas.edu

### Note:

If you are working with Canvas 24/7 Support to resolve a technical issue, make sure to keep me updated on the troubleshooting progress.

If you have a course-related issue (course content, assignment troubles, quiz difficulties) please contact me during office hours or by email.
Course Goals or Overview: The goal of this course is to introduce the field of business analytics. Students will be exposed to various examples of applications of tools and techniques of business analytics to make informed decisions.

Learning Objectives/Outcomes: At the end of this course, the student will have developed a sound understanding of the role that business analytics plays in the decision-making process. The sub-goals that support this overarching goal include:

1. Understand the field of business analytics.
2. Understand the role of business analytics in making informed decisions.
3. Apply ethical reasoning that may arise in implementation of analytics tools and techniques.
4. Understand different types of analytics and review selected applications.
5. Perform basic data analysis using a programming language.
6. Communicate the finding of analysis in written and verbal form.

Online/Hybrid Course Outline
This schedule is subject to change by the instructor. Any changes to this schedule will be communicated in class or via class email or Canvas announcement. Additional readings and activities may be added.

<table>
<thead>
<tr>
<th>Schedule</th>
<th>Topic</th>
<th>Activities</th>
<th>Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 1 – Aug 23</td>
<td>Introduction to course, chapter 1</td>
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<td></td>
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<tr>
<td>Week 2 – Aug 30</td>
<td>Chapter 2</td>
<td>Quiz</td>
<td></td>
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<tr>
<td>Week 3 – Sep 6</td>
<td>Labor Day – no class</td>
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<td></td>
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<tr>
<td>Week 4 – Sep 13</td>
<td>Chapter 3, 4</td>
<td>Quiz</td>
<td>September 19</td>
</tr>
<tr>
<td>Week 5 – Sep 20</td>
<td>Chapter 5, 6</td>
<td>Quiz / Presentation / Book Reflection</td>
<td>October 3</td>
</tr>
<tr>
<td>Week 6 – Sep 27</td>
<td>Introduction to R</td>
<td>Quiz / HW1</td>
<td>October 3</td>
</tr>
<tr>
<td>Week 7 – Oct 4</td>
<td>Statistical and apply functions</td>
<td>HW2</td>
<td>October 10</td>
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<tr>
<td>Week 8 – Oct 11</td>
<td>subsetting</td>
<td>HW3</td>
<td>October 17</td>
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<tr>
<td>Week 9 – Oct 18</td>
<td>Data visualization - I</td>
<td></td>
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<tr>
<td>Week 10 – Oct 25</td>
<td>Exam I</td>
<td></td>
<td></td>
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<tr>
<td>Week 11 – Nov 1</td>
<td>Data visualization - II</td>
<td>HW4</td>
<td>November 7</td>
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<tr>
<td>Week 12 – Nov 8</td>
<td>Data transformation</td>
<td></td>
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<tr>
<td>Week 13 – Nov 15</td>
<td>Data transformation - II</td>
<td>HW5</td>
<td>November 21</td>
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<tr>
<td>Week 14 – Nov 22</td>
<td>Data wrangling / Review</td>
<td></td>
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<tr>
<td>Week 15 – Nov 29</td>
<td>Exam - II</td>
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Note: There will be graded classwork throughout the semester.
Course Evaluation Methods
This course will utilize the following instruments to determine student grades and proficiency of the learning outcomes for the course.

<table>
<thead>
<tr>
<th>Assessment</th>
<th>Percent of Final Grade</th>
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</thead>
<tbody>
<tr>
<td>Quizzes</td>
<td>15%</td>
</tr>
<tr>
<td>Book reflection</td>
<td>10%</td>
</tr>
<tr>
<td>Classwork / Presentation</td>
<td>15%</td>
</tr>
<tr>
<td>Homework</td>
<td>30%</td>
</tr>
<tr>
<td>Attendance and Participation</td>
<td>10%</td>
</tr>
<tr>
<td>Exam</td>
<td>20%</td>
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<tr>
<td></td>
<td>100%</td>
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</tbody>
</table>

Exams, quizzes and classwork should be taken as scheduled. **There will be no make-up exam, quizzes or classwork except for documented emergencies** (See Student Handbook).

Grading Policy

- 90% and above: A
- 80% - 89.99%: B
- 70% - 79.99%: C
- 60% - 69.99%: D
- <60%: F

General Class Policy

Students must virtually attend the class during scheduled lecture hours. Use of R and RStudio would be REQUIRED for this course. Please write your course name in the subject line of any email correspondence with me. There will be no make-up quizzes, homework, and exams. **Late submission will not be graded except for medical emergencies.** Please plan ahead and do not wait for the last moment to complete/submit your work. If you have any question about your grade in any homework, quiz or exam, you must let me know within 5 days after I assign your grade. Students are expected to attend all classes. It is your responsibility to make up anything you missed if you are absent from class. Participation will be evaluated based on the quality of the participant’s discussion. It is not acceptable to dominate any discussion. I trust that everyone will act with civility throughout the course. If anyone doesn’t, the student code of conduct will be enforced and offenders will be asked to leave the class for the day, or forever, depending on the perceived level of distraction. Inappropriate comments, exclusionary remarks/jokes, or any other means of treating any person in a less-than-welcoming way is grounds for immediate dismissal from the course.

University Policies and Procedures

Students with Disabilities (ADA Compliance):
Chapter 7(7.004) Disability Accommodations for Students:
The University of North Texas at Dallas makes reasonable academic accommodation for students with disabilities. Students seeking accommodations must first register with the Disability Services Office (DSO) to verify their eligibility. If a disability is verified, the DSO will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request accommodations at any time, however, DSO notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet/communicate with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information see Disability Services Office. You may also contact them by phone at 972-338-1777; by email at UNTDdisability@untdallas.edu or at Building PL, room 1104.

Disruptive Behavior in an Instructional Setting:

Students are expected to engage with the instructor and other students in this class in a respectful and civil manner at all times to promote a classroom environment that is conducive to teaching and learning. Students who engage in disruptive behavior will be directed to leave the classroom. A student who is directed to leave class due to disruptive behavior is not permitted to return to class until the student meets with a representative from the Dean of Students Office. It is the student’s responsibility to meet with the Dean of Students before class meets again and to provide the instructor confirmation of the meeting. A student who is directed to leave class will be assigned an unexcused absent for that class period and any other classes the student misses as a result of not meeting with the Dean of Students. The student is responsible for material missed during all absences and the instructor is not responsible for providing missed material. In addition, the student will be assigned a failing grade for assignments, quizzes or examinations missed and will not be allowed to make up the work.

The Code of Student’s Rights, Responsibilities, and Conduct (Policy 7.001) describes disruption as the obstructing or interfering with university functions or activity, including any behavior that interferes with students, faculty, or staff access to an appropriate educational environment. Examples of disruptive behavior that may result in a student being directed to leave the classroom include but are not limited to: failure to comply with reasonable directive of University officials, action or combination of actions that unreasonably interfere with, hinder, obstruct, or prevents the right of others to freely participate, threatening, assaulting, or causing harm to oneself or to another, uttering any words or performing any acts that cause physical injury, or threaten any individual, or interfere with any individual’s rightful actions, and harassment. You are encouraged to read the Code of Student’s Rights, Responsibilities, and Conduct for more information related to behaviors that could be considered disruptive.

Canvas Instructure Accessibility Statement:

University of North Texas at Dallas is committed to ensuring its online and hybrid courses are usable by all students and faculty including those with disabilities. If you encounter any difficulties with technologies, please contact our ITSS Department. To better assist them, you would want to have the operating system, web browser and information on any assistive technology being used. Canvas Instructure Accessibility Statement is also provided.
NOTE: Additional instructional technology tools, such as Turnitin, Respondus, Panopto, and publisher cartridge content (i.e. MyLab, Pearson, etc.) may NOT be fully ADA compliant. Please contact our Disability Office should you require additional assistance utilizing any of these tools.

Course Evaluation Policy:
Student’s evaluations of teaching effectiveness is a requirement for all organized classes at UNT Dallas. This short survey will be made available to you at the end of the semester, providing you a chance to comment on how this class is taught. I am very interested in the feedback I get from students, as I work to continually improve my teaching. I consider students’ evaluations to be an important part of your participation in this class.

Assignment Policy: (According to the instructor’s discretion while working in concert with the division/program’s guidelines).

Exam Policy: (Online exams and the ability to retake is solely at the instructor’s discretion). NOTE: Online exams may be proctored on campus per instructor’s discretion.

Academic Integrity:
Academic integrity is a hallmark of higher education. You are expected to abide by the University’s code of Academic Integrity policy. Any person suspected of academic dishonesty (i.e., cheating or plagiarism) will be handled in accordance with the University’s policies and procedures. Refer to UNT Dallas’ Student Code of Academic Integrity for complete provisions of this code.

Academic dishonesty includes, but is not limited to, cheating, plagiarizing, fabrication of information or citations, facilitating acts of dishonesty by others, having unauthorized possession of examinations, submitting work of another person or work previously used without informing the instructor, or tampering with the academic work of other students.

Web-based Plagiarism Detection: Please be aware in some online or hybrid courses, students may be required to submit written assignments to Turnitin, a web-based plagiarism detection service, or another method. If submitting to Turnitin, please remove your title page and other personal information.

Classroom Policies

Online Attendance and Participation:
The University attendance policy is in effect for this course. Class attendance in the Canvas classroom and participation is expected because the class is designed as a shared learning experience, and because essential information not in the textbook will be discussed in the discussion board. Online presence and participation in all class discussions is essential to the integration of course material and your ability to demonstrate proficiency.

Attendance for this online or hybrid course is considered when you are logged in and active in Canvas, i.e., posting assignments, taking quizzes, or completing Discussion Boards. To maintain financial aid
award eligibility, activity must occur before the census date of the session or term of the course. Refer to UNT Dallas' Registrar for specific dates. If you are absent/not active in the course shell, it is YOUR responsibility to let the instructor know immediately, upon your return, the reason for your absence if it is to be excused. All instructors must follow university policy 7.005 covering excused absences; however, it is the instructor’s discretion, as outlined in the course syllabus, of how unexcused absences may or may not count against successful completion of the course.

**Inclement Weather and Online Classes:** Online classes may or may not be effected by campus closures due to inclement weather. Unless otherwise notified by your instructor via e-mail, online messaging, or online announcement, students should assume that assignments are due as scheduled.

**Online “Netiquette”:**
In any social interaction, certain rules of etiquette are expected and contribute to more enjoyable and productive communication. Emails, Discussion Board messages and/or any other forms of written communication in the online environment should use proper “netiquette” (i.e., no writing in all caps (usually denotes yelling), no curse words, and no “flaming” messages (angry, personal attacks).

Racial, ethnic, or gender slurs will not be tolerated, nor will pornography of any kind.

Any violation of online netiquette may result in a loss of points or removal from the course and referral to the Dean of Students, including warnings and other sanctions in accordance with the University’s policies and procedures. Refer to UNT Dallas Student Code of Conduct. Respect is a given principle in all online communication. Therefore, please be sure to proofread all of your written communication prior to submission.

**Diversity/Tolerance Policy:**
Students are encouraged to contribute their perspectives and insights to class discussions in the online environment. However, offensive & inappropriate language (swearing) and remarks offensive to others of particular nationalities, ethnic groups, sexual preferences, religious groups, genders, or other ascribed statuses will not be tolerated. Disruptions which violate the Code of Student Conduct will be referred to the Dean of Students as the instructor deems appropriate.

**Technology Assistance:** In order to successfully access the materials in an online or hybrid course, UNT Dallas advises that your computer be equipped with the minimum system requirements listed on the first page of the syllabus. If you experience difficulty accessing or using components of the course, try using Google Chrome browser. If you still experience technical difficulties, first, notify your instructor. If the problem is still not resolved, call Student Assistance (Distance Learning) at the phone number listed on the first page of the syllabus. Also, no matter what browser you use, always enable pop-ups. For more information see:

- UNT Dallas Canvas Technical Requirements
- Canvas Instructure Supported & Unsupported Operating Systems

**Disclaimer:** The instructor reserves the right to make changes to this syllabus during the semester