**Wayland Mission Statement**

Wayland Baptist University exists to educate students in an academically challenging, learning-focused, and distinctively Christian environment for professional success, and service to God and humankind.

**Contact Information**

**Course**

: BUAD 5319 VC01 – Business Analytics

**Campus**

: WBUonline

**Term/Session**

**:** Fall 1st8wks 2025

**Instructor**

**:** Joseph Marnell, MBA, MPA/Homeland Security/Emergency Mgt/Ph.D./Cybersecurity

**Office Phone Number/Cell #**

**:** **806.544.6336/Cell #**

**:** 806.544.6336

**WBU Email Address**

**:** marnellj@wbu.edu

**Office Hours, Building, and Location**

**:** Office Hours 10am-10pm M-F

**Class Meeting Time and Location**

**: WBUOnline**

**Catalog Description**

**:**

Today’s competitive business environment requires business managers to understand data to make decisions to stay relevant and remain competitive. The goal of this course is to provide theoretical understanding of data so that managers can use their skills to implement strategies to compete in an ever-changing business climate. The main goal is to equip managers with applicable data and technology skills to improve an organization through data-driven business decisions.

**Prerequisite:**

None

**Textbook Information**

**Required Textbook(s) and/or Required Materials**

**:**

| **BOOK** | **AUTHOR** | **ED** | **YEAR** | **PUBLISHER** | **ISBN#** |
| --- | --- | --- | --- | --- | --- |
| Business Analytics: Data Analysis and Storytelling for Business Bundle | Davis |  | 2025 | Stukent | 9781-73468-8832 |

*This course is part of the* ***Pioneer Academic Access Program****. You will have access to an eBook, access code, and interactive learning material on the first day of class through your Blackboard course site. You will be notified via email with access instructions and additional information. If the course requires a physical book you can order at bookstore.wbu.edu. You can choose to opt-out, however if you do you will lose access to* ***EVERY******class/material*** *and have to source through third party vendors.*

**Optional Materials**

**:** [Apache Spark™ - Unified Engine for large-scale data analytics](https://spark.apache.org/)

 <https://impala.apache.org/>

 <https://db-engines.com/en/ranking_categories>

<https://logisticsviewpoints.com/2014/12/02/dealing-with-supply-chain-big-data/>

<https://www.w3schools.com/sql/>

<https://learnsql.com/blog/sql-marketing-analytics/>

<https://blog.devgenius.io/sql-series-customer-and-sales-analysis-using-sql-c8ce71d29417>

<https://www.youtube.com/watch?v=cuy5kRQLbos>

<https://www.python.org/downloads/>

<https://www.python.org/downloads/>

<https://www.w3schools.com/python/default.asp>

<https://www.r-bloggers.com/2017/01/why-r-is-the-best-data-science-language-to-learn-today/>

<https://www.rib-software.com/en/blogs>

<https://posit.co/>

<https://learn.microsoft.com/en-us/azure/azure-sql/database/connect-excel?view=azuresql>

<https://pypi.org/project/python-sql/>

**Course Information**

**Catalog Description:**

Today’s competitive business environment requires business managers to understand data to make decisions to stay relevant and remain competitive. The goal of this course is to provide theoretical understanding of data so that managers can use their skills to implement strategies to compete in an ever-changing business climate. The main goal is to equip managers with applicable data and technology skills to improve an organization through data-driven business decisions.

**Prerequisite:**

None

**Course Outcome Competencies**

**:**

* Explain and apply the logic of optimization and attribution in business analytics
* Understand the roles of data technologies, data management systems, and data visualization in business
* Understand and apply predictive and prescriptive modeling
* Run field experiments in digital environments using A/B testing

**Attendance Requirements**

WBUonline

Students are expected to participate in all required instructional activities in their courses. Online courses are no different in this regard; however, participation must be defined in a different manner. Student “attendance” in an online course is defined as active participation in the course as described in the course syllabus. Instructors in online courses are responsible for providing students with clear instructions for how they are required to participate in the course. Additionally, instructors are responsible for incorporating specific instructional activities within their course and will, at a minimum, have weekly mechanisms for documenting student participation. These mechanisms may include, but are not limited to, participating in a weekly discussion board, submitting/completing assignments in Blackboard, or communicating with the instructor. Students aware of necessary absences must inform the professor with as much advance notice as possible in order to make appropriate arrangements. Any student absent 25 percent or more of the online course, i.e., non-participatory during 2 or more weeks of an 8-week session, may receive an F for that course. Instructors may also file a Report of Unsatisfactory Progress for students with excessive non-participation. Any student who has not actively participated in an online class prior to the census date for any given session is considered a “no-show” and will be administratively withdrawn from the class without record. To be counted as actively participating, it is not sufficient to log in and view the course. The student must be submitting work as described in the course syllabus. Additional attendance and participation policies for each course, as defined by the instructor in the course syllabus, are considered a part of the university’s attendance policy.

**University Policies**

**Academic Integrity**

**:**

[Link to Statement on Academic Integrity](https://www.wbu.edu/academics/writing-center/Academic%20Integrity%20Statement%20Pol%208.4.1%20Attch%20Oct%2020222.pdf)

**Artificial Intelligence:** reference one of the following in regard to how generative artificial intelligence (GAI) such as ChatGPT may or may not be used in this course: Choose A, B or C and delete the others.

* 1. **No use of any generative AI tools permitted.**
		1. Students are required to create and produce all work themselves or with assigned group members. Any work submitted that has used an AI generative tool like ChatGPT will be in immediate violation of the academic integrity policies for the course and WBU.
		2. All assignments must be fully created, designed, and prepared by the student(s).
		3. Any work that uses generative AI will be treated as plagiarism.
	2. **Generative AI tools permitted in specific context and with proper citations.**
		1. Students are allowed to use, reference, or incorporate generative AI tools into specific assignments for this course. When used, students must properly cite the generative AI tool in their submitted work.
		2. While there is no true substitute for direct help and instruction for your instructor, students may be allowed to use generative AI tools to provide further explanations of course content, readings, and other assignments. Any use of generative AI tools to help further explain or translate content must be properly referenced and cited.
		3. Specific parameters for generative AI usage are provided by the instructor.
		4. Any use of generative AI tools outside of the approved instructor parameters will be considered a form of plagiarism and academic dishonesty.
	3. **Generative AI tools usage encouraged and may be actively assigned in coursework.**
		1. Use of generative AI tools is actively encouraged and incorporated in to specific assignments for this course.
		2. Use of generative AI tools for assignments in brainstorming, content understanding, or revision to work is perfectly acceptable if cited and referenced properly in any submitted work for the course.
		3. Use of generative AI is encouraged as long as students understand the use of generative AI in the course is to be an assistance tool and not the generator of assignments and submitted work. Ultimately, all submitted work must still reflect student’s own work, understanding, and analysis.
		4. Specific parameters for generative AI usage provided by the instructor.
		5. Any use of generative AI tools outside of the approved instructor parameters will be considered a form of plagiarism and academic dishonesty.

**Disability Statement:** In compliance with the Americans with Disabilities Act of 1990 (ADA), it is the policy of Wayland Baptist University that no otherwise qualified person with a disability be excluded from participation in, be denied the benefits of, or be subject to discrimination under any educational program or activity in the university. The Disability Services Coordinator and Academic Coach serves as the coordinator of students with disabilities and must be contacted concerning accommodation requests. Office: (806) 291-1057. Documentation of a disability must accompany any request for accommodations.

**Course Requirements and Grading Criteria**

You will be required to participate in a discussion each week, including a substantive initial post and one substantive reply for each of the four optional Discussion Board posts to your peers.

In addition to weekly discussions, your ability to *remember*, *understand*, and *apply* course material will be assessed via weekly chapter quizzes from the *Business Analytics* textbook.

Finally, advanced analysis and synthesis skills will be developed via individual participation in the Business Analytics Simternship, a real-world business analytics simulation. Business Analytics Simternship submissions are due in weeks two through eight.

**Point Distribution**

Discussions (4 postings/4 replies) 25 points each 200 pts. (24%)

Chapter Quizzes (21 Quizzes) 420 pts. (49%)

Business Analytics Simternship ( 9 exams) 25 points each 225 pts. (27%)

**The University has a standard grade scale:**

A = 90-100, B = 80-89, C = 70-79, D = 60-69, F= below 60, W = Withdrawal, WP = withdrew passing, WF = withdrew failing, I = incomplete. An incomplete may be given within the last two weeks of a long term, within the last week of an 8-week session, or within the last two days of a micro term to a student who is passing, but has not completed a term paper, examination, or other required work for reasons beyond the student’s control. A grade of “incomplete” is changed if the work required is completed prior to the last day of the next long 16-week term or 8-week session, unless the instructor designates an earlier date for completion. If the work is not completed by the appropriate date, the (I) Incomplete is converted to an F.

**Student Grade Appeals**

**:** Students shall have protection through orderly procedures against prejudices or capricious academic evaluation. A student who believes that he or she has not been held to realistic academic standards, just evaluation procedures, or appropriate grading, may appeal the final grade given in the course by using the student grade appeal process described in the Academic Catalog. Appeals may not be made for advanced placement examinations or course bypass examinations. Appeals are limited to the final course grade, which may be upheld, raised, or lowered at any stage of the appeal process. Any recommendation to lower a course grade must be submitted through the Vice President of Academic Affairs to the Faculty Assembly Grade Appeals Committee for review and approval. The Faculty Assembly Grade Appeals Committee may instruct that the course grade be upheld, raised, or lowered to a more proper evaluation.

**Tentative Schedule**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Week** | **Deliverables** | **Points** | **Percentage** |  |
| Week OneDue Date06/08/25 | Read: BusinessAnalytics Chapters1 & 2 |  |  |  |
|  | Post: Week 1 Discussion | 25 | 3% |  |
|  | Submit: Chapter1 & 2 Quizzes | 50 | 6% |  |
| Week TwoDue Date06/15/25 | Read: BusinessAnalytics Chapters3 & 4 |  |  |  |
|  | Post: Week 2 Discussion | 25 | 3% |  |
|  | Submit: Chapters3 & 4 Quizzes | 50 | 6% |  |
|  | Submit: Business AnalyticsSimternship Round 1 | 25 | 3% |  |
| Week ThreeDue Date06/22/25 | Read: BusinessAnalytics Chapters5 & 6 |  |  |  |
|  | Post: Week 3 Discussion | 25 | 3% |  |
|  | Submit: Chapters5 & 6 Quizzes | 50 | 6% |  |
|  | Submit: Business AnalyticsSimternship Round 2 | 25 | 3% |  |
| Week FourDue Date06/29/25 | Read: BusinessAnalytics Chapters7 & 8 |  |  |  |
|  | Post: Week 4 Discussion | 25 | 3% |  |
|  | Submit: Chapters7 & 8 Quizzes | 50 | 6% |  |
|  | Submit: Business AnalyticsSimternship Round 3 | 25 | 3% |  |
| Week FiveDue Date07/06/25 | Read: BusinessAnalytics Chapters9 & 10 |  |  |  |
|  | Post: Week 5 Discussion Reply #1 | 25 | 3% |  |
|  | Submit: Chapters9 & 10 Quizzes | 50 | 6% |  |
|  | Submit: Business AnalyticsSimternship Round 4 | 25 | 3% |  |
| Week SixDue Date07/13/25 | Read: BusinessAnalytics Chapters11 & 12 |  |  |  |
|  | Post: Week 6 Discussion Reply #2 | 25 | 3% |  |
|  | Submit: Chapters11 & 12 Quizzes | 50 | 6% |  |
|  | Submit: Business AnalyticsSimternship Round 5 | 25 | 3% |  |
| Week SevenDue Date07/20/25 | Read: BusinessAnalytics Chapters13 & 14 |  |  |  |
|  | Post: Week 7 Discussion Reply #3 | 25 | 3% |  |
|  | Submit: Chapters13 & 14 Quizzes | 50 | 6% |  |
|  | Submit: Business AnalyticsSimternship Rounds 6 & 7 | 25 | 3% |  |
| Week EightDue Date07/27/25 | Read: BusinessAnalytics Chapters15 & 16 |  |  |  |
|  | Post: Week 8 Discussion Reply #4 | 25 | 3% |  |
|  | Submit: Chapters15 & 16 Quizzes | 50 | 6% |  |
|  | Submit: Business AnalyticsSimternship Rounds 8 & 9Print Certificate | 25 | 3% |  |

**Additional Information**

**This is a very important note for your benefit:**

**In the interest of expanding the use of ChatGPT and accelerating the pace of this course, I am requesting that you use the ChatGPT tool to summarize your discussion board entry. Please do your initial entry using ChatGPT to summarize your reflections on the discussion question. Use the Sample response folder example as a guideline for your entry to the discussion question.**

All students are expected to respond to a minimum of 4 out of 8 discussion questions provided, and to respond to other learners in a minimum of 4 discussion threads preferably from a different one of your own discussion questions. You decide which discussion board topics you wish to select. Get in the habit of logging-in at least every-other day (three times per week). You will find that the course moves very quickly and, once you are behind on discussion posts, it is extremely difficult to catch up!

Regular participation is expected and required in all discussion posts. Note that "I agree" (affirmation) statements with no substantive content will not be considered course participation. While these are polite and encouraged in order to build a sense of community with your fellow students, posts must "add value" to the discussion in order to be counted toward your final grade.

Emphasize the positive in all discussion posts!! If you do have a disagreement with a fellow student's post, focus on the problem and not the person. This is an old business etiquette tactic that works. I reserve the right to delete any and all responses that are deemed inappropriate or are disrespectful in tone or content.

If you must "vent" (i.e., complain, let loose some frustration, etc.), please take your frustrations out on me! Send a private message to me using course room email. As a student, your grade will not be affected, and you will find that I can be very understanding.

Previous discussion units are "Closed" once the new unit has started. This is the day after the last assignment for the prior unit is due. **You will not receive credit for late discussion posts.** This is because of the interactive nature of discussions, and it is analogous to "class" being in session only during a certain time. You would not expect to show up in a physical classroom and continue an academic discussion after class is over and everyone has left for the day! This course room works the same way. So, decide in advance which Discussion boards you will complete and which ones you will reply to.

All assignments must be completed on time and as assigned. I will not accept assignments that are turned-in late without prior arrangements. All work must be completed by the official end date of the course.

Email and "virtual office hours": The WBU email system@Wayland.WBU.edu for yourself should be sent to mine at marnellj@wbu.edu within the course room is usually the best way for communicating directly with me. In an emergency, you may contact me by calling or texting (texting is preferable) 806-544-6336. Just let me know a good time to get back to you when you send an email, text, or leave a voicemail message (please remember to leave your phone number and name!).

Plagiarism or any act of academic dishonesty will result in a failing grade—no exceptions.

**Student Grade Appeals**

**:** Students shall have protection through orderly procedures against prejudices or capricious academic evaluation. A student who believes that he or she has not been held to realistic academic standards, just evaluation procedures, or appropriate grading, may appeal the final grade given in the course by using the student grade appeal process described in the Academic Catalog. Appeals may not be made for advanced placement examinations or course bypass examinations. Appeals are limited to the final course grade, which may be upheld, raised, or lowered at any stage of the appeal process. Any recommendation to lower a course grade must be submitted through the Vice President of Academic Affairs to the Faculty Assembly Grade Appeals Committee for review and approval. The Faculty Assembly Grade Appeals Committee may instruct that the course grade be upheld, raised, or lowered to a more proper evaluation.

**Tentative Schedule**