

## Wayland Mission Statement

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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

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**Course:** BUAD 5319 VC01 – Business Analytics

**Campus:** WBUonline

**Term/Session:** Fall 2 2026

**Instructor:** Kelly Warren, PhD

**Office Phone Number/Cell #:** (806) 292-9675; Monday-Friday, 9:00 am – 5:00 pm (Central Time).

**WBU Email Address:** [warrenk@wbu.edu](mailto:warrenk@wbu.edu)

**Office Hours, Building, and Location:** Monday-Friday, 9:00 am – 5:00 pm (Central Time).

**Class Meeting Time and Location:** ONLINE

### Catalog Description:

Theoretical understanding of data and skills to implement strategies that equip managers with applicable data and technology skills to improve an organization through data-driven business decisions.

### Prerequisite:

None

## Textbook Information

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### Required Textbook(s) and/or Required Materials:

BOOK	AUTHOR	ED	YEAR	PUBLISHER	ISBN#
<u>Business Analytics: Data Analysis and Storytelling for Business Bundle</u>	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](http://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:** <<List optional materials recommended to enhance student learning>>

**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

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<<Select appropriate campus and delete the rest. Add your class attendance policy below the appropriate campus policy. >>

### External Campuses

Students enrolled at one of the university's external campuses should make every effort to attend all class meetings. All absences must be explained to the instructor, who will then determine whether the omitted work may be made up. When a student reaches that number of absences considered by the instructor to be excessive, the instructor will so advise the student and file an unsatisfactory progress report with the external campus executive director/dean. Any student who misses 25 percent or more of the regularly scheduled class meetings may receive a grade of F in the course. Additional attendance policies for each course, as defined by the instructor in the course syllabus, are considered a part of the university's attendance policy. A student may petition the Academic Council for exceptions to the above stated policies by filing a written request for an appeal to the Vice President of Academic Affairs.

### Plainview Campus

The university expects students to make class attendance a priority. Faculty members provide students a copy of attendance requirements. These are provided on the first day of class. Students in programs for which an outside agency (such as the Veteran's Administration) has stricter attendance requirements will be subject to those requirements. In addition, the university registrar will provide each student affected a list of these regulations. The dean of the school must approve part-time and adjunct faculty class attendance requirements prior to syllabi distribution.

### 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

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### Academic Integrity:

[Link to Statement on Academic Integrity](#)

### Artificial Intelligence: **Generative AI tools permitted in specific context and with proper citations.**

- i. 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.
- ii. 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.
- iii. Specific parameters for generative AI usage are provided by the instructor.
- iv. 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

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Late assignments are graded with a 10% late penalty. Assignments later than 3 days (typically Wednesday) will not be accepted. All late work and assignments that have been approved by the instructor must be turned in by final course date.

**First Required Assignment** – Students must take this 10-point assignment acknowledging they are taking this course worth 1.9% of the grade.

**Student Introduction** – Students will earn 10 points for introducing themselves to their peers 1.9% of the grade.

**Orientation Quiz** – Students will have an orientation quiz related to items in the syllabus worth 10 points or 1.9% of the grade.

**Analytics Internship Simulation Rounds** – There are 9 social media marketing simulation rounds worth 20 points each for a total of 180 points or 32.7% of the grade.

**Discussions** – There are 4 total discussions worth 20 points each for a total of 80 points or 14.5%

**Annotated Bibliography & Appropriate Video** – There are 4 Annotated Bibliography & Appropriate Videos worth 50 points each for a total of 200 points or 36.4% of the grade.

**Integration of Faith Paper** – There is one paper worth 100 points each for a total of 50 points or 9.1% of the grade.

### Grading Scale:

A 90% - above 495 - 550

B 80% - above 440 - 494

C 70% - above 385 - 439

D 60% - above 330 - 384

F 50% - above 0 – 329

**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

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Week	Deliverable	Points	%	Due Date
Week One	Introduction to Business Analytics			
	Introduction	10	1.8	
	Orientation Quiz	10	1.8	
	Required First Assignment	10	1.8	
Week Two	Analytics Internship Round 1	20	3.6	
	Spreadsheet & Programming Tools			
	Analytics Internship Round 2	20	3.6	
	Discussion 1	20	3.6	
Week Three	Annotated Bibliograph 1	50	9.1	
	Unstructured Data & NoSQL / Structured Data & SQL			
	Analytics Internship Round 3	20	3.6	
	Discussion 1 Response	20	3.6	
Week Four	Annotated Bibliograph 2	50	9.1	
	Data Mining w/ CA A/B Testing Essential Business Factors			
	Annotated Bibliograph 3	50	9.1	
Week Five	Machine Learning & Deep Learning / Cloud Services			
	Analytics Internship Rounds 4 & 5	40	7.3	

	Discussion 2	20	3.6
	Annotated Bibliograph 4	50	9.1
Week Six	Web Analytics / Analytics for IOT / Storytelling		
	Analytics Internship Rounds 6 & 7	40	7.3
	Discussion 2 Response	20	3.6
Week Seven	Data Analytics & Faith		
	Analytics Research Paper	100	18.2
	Analytics Internship Rounds 8 & 9	40	7.3
Week Eight	Data Analytics & Faith		
	Integration of Faith Presentation	100	18.2
Totals		550	100.0%

## Additional Information

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It is my intent that students from all diverse backgrounds and perspectives be well-served by this course, that students' learning needs be addressed both in and out of class, and that the diversity that the students bring to this class be viewed as a resource, strength and benefit. I also aim to present materials and activities that are respectful of diversity: gender identity, sexuality, disability, age, socioeconomic status, ethnicity, race, nationality, religion, and culture.

Important note: Given the sensitive and challenging nature of the material discussed in class, it is imperative that there be an atmosphere of trust and safety in the classroom. I will attempt to foster an environment in which each student is able to hear and respect each other. Although, it is critical that each show respect for all worldviews expressed in class, this course is taught primarily from a Biblical worldview that is reinforced by the Word of God. It is expected that some of the material in this course may evoke strong emotions, please be respectful of others' emotions and be mindful of your own. While our intention may not be to cause discomfort or offense, the impact of what happens throughout the course is not to be ignored and is something that I consider to be very important and deserving of attention. If and when this occurs, you are encouraged to discuss the situation privately with me. I am always open to listening to students' experiences and want to work with students to find acceptable ways to process and address the issue.

Professor reserves the right to alter this schedule as needed.

Please be sure to ask if you have questions or concerns during this course. Remember that, while you are a student, you are also teaching and learning from your classmates through your education and experiences.

"This class will adhere to zero tolerance for using Artificial Intelligence (Chatbots, etc.) or someone else's work as your own."

"Students are responsible for reading, understanding, obeying, and respecting all academic policies, with added emphasis being placed upon academic progress policies, appearing in the Wayland Baptist University Academic Catalog applicable to their curriculum and/or program of study."