



**L.BAN 210 - 02 Essentials of Analytics  
(Fall 2018)**  
Francis J. Noonan School of Business  
Loras College

**COURSE SYLLABUS**

Instructor:	Shikhar Acharya, Ph.D.	Term:	Fall 2018
Office:	KEAN 310	Class Meeting Days:	T/Th
Phone:	563-588-7769	Class Meeting Hours:	09:30 AM– 10:50 AM
E-Mail:	shikhar.acharya@loras.edu	Class Location:	KEAN 334
Office Hours:	Monday (10:00 PM – 2:00 PM), Wednesday (10:00 AM – 2:00 PM), Thursday (11:00 AM – 1:00 PM)		

**Course Description**

This course provides an introduction to the field of Business Analytics. Students will learn the basic terminologies, best practices and current trends on business analytics. Statistical software JMP will be introduced as a platform for the students to gain hands-on experience to the basics of data analysis.

**Course Objectives**

- Introduce the concept of Big Data and Analytics
- Explore the success factors of Business Analytics from an organizational, individual and cultural viewpoint
- Gain hands-on experience to data analysis using real world data and present the findings in verbal and written format

**Required Readings:**

- Taming The Big Data Tidal Wave – Bill Franks (blue book)
- Everybody Lies: Big Data, New Data, & What The Internet Can Tell Us About Who We Really Are – Seth Stephens – Davidowitz (white book)

**Topics Covered (Tentative and subject to change)**

- Discussions on all chapters of blue book
- Discussions on all chapters of white book
- Review of Statistics
- Introduction to JMP
- Communication of findings and research
  - Presentation
  - Report writing

### Grading Policy

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

### Grading Weight

Assessment	Percent of Final Grade
Quizzes	30%
Book Summary	20%
Research and Presentation	20%
Statistics Review Quiz	10%
Project Work (JMP)	10%
Attendance and Participation	10%
	100%

### General Class Policy

Please write your course name in the subject line of any email correspondence with me. There will be no make-up quizzes, homeworks, and exams. **Late homework will not be graded**, so please plan ahead and do not wait for the last moment to complete/submit your homework. 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. Cell phones, text messaging devices, and all communicating devices will be turned off unless used for class or for urgent case. Use of JMP would be REQUIRED for problem solving. **Students are required to bring personal laptop computers to class to take their quiz and during JMP sessions.**

### Academic Honesty

Please refer to the following link for details on Academic Honesty Policy:

<https://lorasedu.sharepoint.com/Academics/IQ/Documents/Academic%20Honesty%20Policy.doc>

**Learning Disabilities**

If you have a documented disability requiring academic adjustments for this class, please contact the Office of Disability Services at 588-7134 and make an appointment with a staff member to review your documentation and to determine appropriate, reasonable accommodations. Following the meeting, please make an appointment with me to discuss your accommodation request in light of the course requirements. You may self-disclose and request an academic adjustment any time during the semester. However, I strongly recommend that you do so as soon as possible because accommodations are not provided retroactively and adequate lead-time is required.

**College Policy on Absences Related to College Recognized Activity**

Please refer to the policy provided in student handbook for details:

<http://myweb.loras.edu/Loras/PDF/StudentHandbook.pdf>

**Counseling Center**

Counseling: Call 588-7085 for an appointment or visit the following link for more information:

<http://www.loras.edu/campus-life/counseling-services/>

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