Syllabus: CIS 3315 – Business Analytics Applications  
Spring 2024

Instructor: Professor Godwin Udo  
Email: gudo@utep.edu  
Office: COBA 246;  
Office Hours: MW 10:30 AM – 12:00 PM. (and by Appointment)

MEETING TIMES:  CIS3315- (CRN: 25643 & 25644), MW 9:00 – 10:20 AM and MW 12:00 – 1:20 PM, Room: BUSN 320

COURSE DESCRIPTION: This is a hands-on course that familiarizes students with the process of data analytics. Students will learn to process, manipulate, analyze and visualize data, and make data-driven decisions as they solve real-world problems. Different analytics tools will be used to master skills including data import, retrieval, cleaning, transformation, visualization, data analysis, optimization analysis and building of dashboards. This course is intended to teach you the application of financial and managerial accounting concepts to current accounting information system software, electronic spreadsheets, and database management systems.

PREREQUISITE: Understanding of file management within the Windows Operating System.

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

• Demonstrate a basic understanding of the important topics of Microsoft Excel;
• Create and format a workbook and work with formulas, functions, charts, and graphics;
• Use PivotTables and Pivot Charts, advanced formulas and functions;
• Create different data visualization in Excel;
• Demonstrate the ability to perform financial and what-if analyses;
• Build Dashboards in Excel; and
• Design and build databases and define table relationships, maintain and query databases, and create and use forms and reports,

TEXTBOOK: (1) ISBN: 10: 1-305-52036-X/ 13: 978-1-305-52036-3. This is a “bundle” that combines New Perspectives on Microsoft® Excel® 2019, Comprehensive and New Perspectives on Microsoft® Access 2019, along with the Course Code to use our online assessment tool. You can also buy the ebook version of the bundle. Please check out the video on Cengage Unlimited MindTap on Blackboard Registration and Login

https://play.vidyard.com/yUAP2eFUnPKCeXniVjQcY before making your decision on the textbook.


Class Drop Date: March 28, 2024

COMPUTER. A computer with access to the Internet. Projects MUST be completed in Office 365 to receive full credit.

COURSE COMPONENTS

There are 11 chapters on Excel and 5 chapters on Assess. Each chapter has a project with an opening date (when the material is available to you) and a closing date (when the material is no longer available to you). These dates are fixed (set in stone!) unless you have a very good reason why you should be allowed an extension. A computer problem is not a sufficient reason for an extension.
**Late work will not be accepted. Don’t even ask!!! It will not be granted!! **

Training

Each chapter has several topics, which vary by chapter. In the training session, you will be shown how to answer each question. You will then be asked to replicate the procedures you were shown (you can repeat this any number of times – and should until you understand the procedures). This component has no closing date (it is available to you as long as you have a valid account). It has no points allocated toward your grade. That is because if you do not complete the Training, you cannot successfully complete the project. Please train as often as necessary.

Projects

You should remember that your grade is based on your ability to DO the work rather than on your ability to follow along as someone else does it. Computer literacy is learned through practice, practice, and practice. Sixteen projects have been assigned on MindTap within the Blackboard (BB) to correlate with each of the sixteen chapters we will be covering as part of this course. The due date and time associated with each case are stated clearly on this syllabus and BB. You will receive immediate feedback on whether or not your answers are correct and will be allowed 3 attempts in order to complete it correctly before the deadline. Furthermore, assignments will not be accepted after the due date.

Examination

There are two in-class multiple-choice examinations. Questions will be pulled from the Data Visualization textbook and the Excel and Access materials.

COURSE POLICIES:

Student Feedback/Communication

The easiest way to get me is through email at gudo@utep.edu. I will try my best to respond within 24 hours.

Attendance/Involvement

You, whether present or absent, are responsible for all material presented or assigned for a class meeting, and will be held accountable for such materials in the determination of course grades

Need for Assistance:

If you have any condition, such as a physical or learning disability, which will make it difficult for you to carry out the work as I have outlined, or which will require academic accommodation, please notify me as soon as possible.

Academic Dishonesty

I expect all students to conduct themselves with the highest level of integrity. You have the opportunity throughout your business career to demonstrate your level of integrity. Similarly, in this class, you will have an opportunity to demonstrate academic integrity. The two are inextricably linked. And let’s not be naïve: issues of integrity are rarely black and white – they are invariably some shades of gray. I encourage you to think about the standard you set for business integrity in your career and to implement that standard concerning your academic integrity in this class. In so doing, you might want to keep the following quote from Samuel Johnson in mind: “The chains of habit are too weak to be felt until they are too strong to be broken”.
Academic dishonesty in any form will not be tolerated. For a definition of academic dishonesty and its consequences, see your student handbook.

For the purposes of this course, academic dishonesty includes, but is not limited to,

- Copying another student’s solution or allowing another student to copy your solution
- Removing or copying pages or problems from exams or quizzes, including those posted on the World Wide Web
- Any other activity that jeopardizes the integrity of this course.

*** SAM has introduced new measures to detect cheating (TRULY – this is NOT an idle comment). What I mean by this is that if someone copies someone else’s work, it will be detected (I will talk more about this in the first class). If that is the case, you will receive ZERO credit for the submission (and the person who gave you their work will also have their submission reduced in grade (TRULY!!))

Evaluation:

Grades are not given; they are EARNED. You must work for it. Your grade will be based on results rather than on effort — your performance is an indicator of your ability to master the topic. Decide to work NOW for the grade you want. Students who keep up with the materials, do all of the assignments and participate in the learning experiences typically do well.

Your grade will be based on the total number of points that you earn for each assignment group. Your grade will be calculated using the following scale:

<table>
<thead>
<tr>
<th>Assignment Group</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>SAM Projects (Excel &amp; Access)</td>
<td>60%</td>
</tr>
<tr>
<td>Exam I and Exam II</td>
<td>20%</td>
</tr>
<tr>
<td>Data Visualization Assignments</td>
<td>10%</td>
</tr>
<tr>
<td>Other Assignments</td>
<td>10%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Grade</th>
<th>Level of Work</th>
<th>Percentage Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Excellent, distinguished</td>
<td>90 – 100%</td>
</tr>
<tr>
<td>B</td>
<td>Very good, above-average</td>
<td>80 – 89%</td>
</tr>
<tr>
<td>C</td>
<td>Average, Normal</td>
<td>70 – 79%</td>
</tr>
<tr>
<td>D</td>
<td>Below Average</td>
<td>60 - 69%</td>
</tr>
<tr>
<td>F</td>
<td>Failing</td>
<td>&lt; 60%</td>
</tr>
</tbody>
</table>

A grade of "I" (Incomplete) will be assigned only in circumstances in agreement with the current UTEP Graduate Catalog.
If you are taking this course under the S/U option, you must earn a "B" or better to receive a grade of "S."

Class Schedule:
The calendar and the assignments are all found in the SAM program.

*I reserve the right to change any assignment if circumstances dictate. Students will be notified of such changes through an announcement. It is the student’s responsibility to be aware of such change.*
ACCESS INSTRUCTIONS

MindTap on Blackboard Registration and Login
https://play.vidyard.com/yUAP2eFUunPkCeXniVjqcY

How to Buy Your Course Materials
Step 1: Sign into Blackboard and click on your CIS3315 course
Step 2: Click on the Cengage link: MindTap eBook and Assignments and then open “Click this link to access MindTap for CIS 3315”. (There are two links for CIS 3315, MindTap for Data Visualization and MindTap for Excel and Access.)
Step 3: Create or sign into your Cengage account to access or purchase the materials for this course. You will have a 14-day grace period and you should purchase a subscription to Cengage Unlimited as the best value.


If you are taking additional courses that use Cengage materials, you can save by purchasing a Cengage Unlimited plan, which gives you access to all Cengage eTextbooks and online homework platforms for one price. Visit cengage.com/unlimited or your campus bookstore to learn more.

Beware of sites that are selling discounted codes. These sources are likely unauthorized sellers who have acquired access codes illegally, and transactions with such sources may pose a risk to your personal information.

Each Chapter has the training and a project. Only the projects count toward your grade. The training is to help you with the projects and exams. Although there are many ways to accomplish the same task in Excel and Access, only the method that is illustrated in the training will be accepted. There are three attempts for each project and three attempts for each exam.

COURSE RESOURCES:
UTEP provides a variety of student services and support:

Technology Resources
Help Desk: Students experiencing technological challenges (email, Blackboard, software, etc.) can submit a ticket to the UTEP Helpdesk for assistance. Contact the Helpdesk via phone, email, chat, website, or in person if on campus.

Blackboard
You must have access to BLACKBOARD for this course. You can log in to BLACKBOARD at http://my.UTEP.edu. Our ‘virtual classroom’ in BLACKBOARD will include items such as:
- The course syllabus, schedule, and assignments
- Final project description
- Announcements
- Grades
- All Communication, such as Instant Messenger, Video Lectures, Virtual Office hours, and Course Messages.

We will spend some time during the first session reviewing the organization and content of our course online.

Computer
A computer with access to the Internet and a printer are required. Exams are taken online via Blackboard, and all assignments must be uploaded and/or completed in Blackboard in order to receive credit. This course is
Blackboard-assisted, and many activities, such as file distribution, emails, assignment submission, and announcements between classes, are taking place exclusively through Blackboard. Therefore, students are expected to have access to a computer, Internet, and Microsoft Office in this course. If you do not have your own, computers are available to all UTEP students in the labs across the campus.

**Academic Resources**

UTEP Library: Access a wide range of resources including online full-text access to thousands of journals and eBooks plus reference service and librarian assistance for enrolled students.

University Writing Center (UWC): Submit papers here for assistance with writing style and formatting, ask a tutor for help, and explore other writing resources.

Math Tutoring Center (MaRCS): Ask a tutor for help and explore other available math resources.

History Tutoring Center (HTC): Receive assistance with writing history papers, get help from a tutor, and explore other history resources.

RefWorks: A bibliographic citation tool; check out the RefWorks tutorial Fact Sheet and Quick-Start Guide.

The Miner Learning Center: Join peer-led study sessions in person or online to review content and discover study strategies in core curriculum courses.

UTEP Edge: UTEP’s cross-campus framework for student success and empowerment – develops students’ assets through high-impact experiences made possible by the expertise and dedication of faculty, staff, alumni, and community partners.

**Individual Resources**

Student Success Help Desk (SSHD): Students experiencing challenges or obstacles to academic success including registration, financial, food, housing, and transposition resources may submit a ticket request assistance to studentsuccess@utep.edu

Military Student Success Center: Assists personnel in any branch of service to reach their educational goals.

Center for Accommodations and Support Services: Assists students with ADA-related accommodations for coursework, housing, and internships.

Counseling and Psychological Services: Provides a variety of counseling services including individual, couples, and group sessions as well as career and disability assessments.
<table>
<thead>
<tr>
<th>Weeks</th>
<th>SAM Models/Topics</th>
<th>Data Visualization</th>
<th>Due Dates – 11:59 PM</th>
</tr>
</thead>
<tbody>
<tr>
<td>WK 1: 01/15</td>
<td>1, 2 – Basic Tasks: Formula, Formatting, Functions, Color Scheme, etc.</td>
<td>1 – Intro to Analytics, DV</td>
<td>01/22</td>
</tr>
<tr>
<td>WK 2: 01/22</td>
<td>3, 4 – Worksheet Design, Nesting Functions, VLOOKUP, Measures of Central Tendency, Charts Design</td>
<td>1 – DV in Practice</td>
<td>01/29</td>
</tr>
<tr>
<td>WK 3: 01/29</td>
<td>5 – 3-D References, Working with Multiple Worksheets, Named Ranges, External Links and References</td>
<td>2 – Selecting the Right Chart Type</td>
<td>02/05</td>
</tr>
<tr>
<td>WK 4: 02/05</td>
<td>6 – Managing Data with Data Tools, Drilling Down, Using Panes to View Data, Data Dashboards</td>
<td>2 – Selecting the Right Chart Type</td>
<td>02/12</td>
</tr>
<tr>
<td>WK 5: 02/12</td>
<td>7 – PivotTables, PivotCharts,</td>
<td>3 – DV Design, Preattentive Attributes</td>
<td>02/19</td>
</tr>
<tr>
<td>WK 6: 02/19</td>
<td>8 – Data Tables and What-If Analysis, Optimal Solutions with Solver,</td>
<td>3 – DV Design, Preattentive Attributes</td>
<td>02/26</td>
</tr>
<tr>
<td>WK 7: 02/26</td>
<td>9 – Exploring Financial Tools and Functions, Projecting Future Income and Expenses, Auditing a Worksheet</td>
<td>7- Explaining Visually to Influence with Data</td>
<td>03/04</td>
</tr>
<tr>
<td>WK 8: 03/04</td>
<td><strong>Exam I</strong></td>
<td>7 - Explaining Visually to Influence with Data</td>
<td>03/11</td>
</tr>
<tr>
<td></td>
<td>10 – Analyzing Data with Business Intelligence Tools</td>
<td></td>
<td>03/18</td>
</tr>
<tr>
<td>WK 9: 03/11</td>
<td>Spring Break</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WK 10: 03/18</td>
<td>11 – PivotTable Design, Grouping PivotTable Fields, Retrieving PivotTable Data with GETPIVOTDATA</td>
<td>8 – Data Dashboard Design and Implementation</td>
<td>03/25</td>
</tr>
<tr>
<td>WK 11: 03/25</td>
<td>Access 1 – Creating Database Tables, Managing a Database</td>
<td>8 – Data Dashboard Design and Implementation</td>
<td>04/01</td>
</tr>
<tr>
<td>WK 12: 04/01</td>
<td>Access 2 – Building DB &amp; Defining Relationships, Adding Fields and Data to a Table</td>
<td>Data Dashboards with Power BI</td>
<td>04/08</td>
</tr>
<tr>
<td>WK 13: 04/08</td>
<td>Access 3 – Maintaining and Querying Database</td>
<td>Power BI Continued</td>
<td>04/15</td>
</tr>
<tr>
<td>WK 14: 04/15</td>
<td>Access 4 – Creating Forms and Reports</td>
<td>Data Dashboards with Tableau</td>
<td>04/22</td>
</tr>
<tr>
<td>WK 15: 04/22</td>
<td>Access 5 – Advanced Queries and Enhancing Table Design</td>
<td>Tableau Continued</td>
<td>04/29</td>
</tr>
<tr>
<td>--------------</td>
<td>----------------------------------------------------------</td>
<td>--------------------</td>
<td>------</td>
</tr>
<tr>
<td>WK 16: 04/29</td>
<td>Exam II</td>
<td></td>
<td>05/01</td>
</tr>
</tbody>
</table>