

University of Texas at El Paso
Woody L. Hunt College of Business

Business Analytics
Spring 2023

1 Course Information

Course:	QMB 3350-001: CRN 23878
Instructor:	Dr. Seyedmasood Dastan
Email:	sdastan@utep.edu
Office Hours:	MTW 4 pm - 5 pm or by appointment Office: Woody L. Hunt College of Business 227
Time:	MW 1:30 pm - 2:50 pm
Location:	Woody L. Hunt College of Business 323
Prerequisite:	See Academic Catalog

2 Course Description/Objectives::

The goal of this course, which incorporates the data analytics certificate from Coursera, a leading online educational platform, is to ensure that students have successfully obtained the Google data analytics certificate by the end of the semester. This certificate is made up of 8 courses that cover the entire business analytics process. We will also utilize the Datacamp platform, another leading online platform for data science and programming, to gain additional knowledge in SQL, R, and Tableau.

Through this course, students will gain an understanding of the significance of data, techniques for extracting, exploring data quality, visualizing relationships, and building basic predictive models.

3 Communication:

The primary method of communication regarding assignments, upcoming tests, and other class matters will be via **Blackboard**. Please make a habit of checking it on a regular basis.

The best way to reach me is via email. I will respond most rapidly to emails sent to [1](mailto:sdas-</p></div><div data-bbox=)

tan@utep.edu, generally within 24 to 48 hours. Response time to BlackBoard course messages is longer, typically 48 to 72 hours. **I strongly prefer to communicate via emails rather than Blackboard course messages!**

4 Grading Policy:

The Google Data Analytics Certificate is composed of 8 mini-courses, which must be successfully completed in order to pass the class. Together, these courses make up 95% of your final grade. In addition to completing assignments on Coursera, students are also required to complete weekly assignments on Blackboard to receive full credit for the Coursera portion of their grade book.

The remaining 5% will be awarded to those students who complete one of the two skill tracks in Datacamp that are specified below. The grade weight breakdown for the class is as follows:

- **Coursera - 95%**

- Course 1: Foundations: Data, Data, Everywhere - 10%
- Course 2: Ask Questions to Make Data-Driven Decisions - 10%
- Course 3: Prepare Data for Exploration - 10%
- Course 4: Process Data from Dirty to Clean - 10%
- Course 5: Analyze Data to Answer Questions - 10%
- Course 6: Share Data Through the Art of Visualization - 12.5%
- Course 7: Data Analysis with R Programming - 12.5%
- Course 8: Google Data Analytics Capstone: Complete a Case Study - 15%
- Successful completion of all 8 courses - 5%

- **Datacamp (choose one) - 5%**

- SQL Fundamentals
- Tableau Fundamentals

- **Weighted total - 100%**

Letter Grade Distribution:

90 - 100%	A
80 - 89.9%	B
70 - 79.9%	C
60 - 69.9%	D
Below 60%	Not passing

If you have questions about extenuating circumstances, please email, or set up an appointment with me.

5 Academic Honesty

Academic dishonesty is prohibited and is considered a violation of the UTEP Handbook of Operating Procedures. It includes, but is not limited to, cheating, plagiarism, and collusion. All exams must be your own work, and you may not use any external sources to receive answers. Cheating may involve copying from or providing information to another student, possessing unauthorized materials during a test, or falsifying research data on laboratory reports. Plagiarism occurs when someone intentionally or knowingly represents the words or ideas of another as ones' own. Collusion involves collaborating with another person to commit any academically dishonest act. Any act of academic dishonesty attempted by a UTEP student is unacceptable and will not be tolerated. All suspected violations of academic integrity at The University of Texas at El Paso will be reported to the [Office of Student Conduct and Conflict Resolution \(OSCCR\)](#) for possible disciplinary action. To learn more, visit the [Handbook of Operating Procedures \(HOOP\): Student Conduct and Discipline](#). Proven violations of the detailed regulations, as printed in the Handbook of Operating Procedures (HOOP), and available in the Office of the Dean of Students, and the homepage of The Dean of Students (DOS) at www.utep.edu, may result in sanctions ranging from disciplinary probation, to failing grade on the work in question, to a failing grade in the course, to suspension or dismissal, among others.

All students are responsible for knowing and adhering to UTEP's Policy on Academic Honesty. For more information see → [Academic Integrity and Scholastic Dishonesty](#)

6 Withdrawal and Incomplete Policy:

Withdrawal and Incomplete Policy: A student may officially withdraw from this class in accordance with UTEP policy and within the UTEP academic calendar dates. Automatic withdrawals will NOT be made by the instructor. To be withdrawn from the class, students must take the appropriate actions on or before the university deadlines. The policy of the College of Business Administration is that INCOMPLETES are to be given only to students who need additional time to complete the specified assignments, and are typically only assigned in extreme circumstances with documentation. Incompletes WILL NOT BE GIVEN to those students who are not passing the course and wish to retake the course at a later date. It is your responsibility to know what the effect of a withdrawal will have on your academic standing, financial aid, scholarships, etc. International students are encouraged to go to the Office of International Program to discuss any schedule changes.

7 Students With Disability

The Center for Accommodations and Support Services (CASS) aspires to provide students with disabilities, accommodations, and support services to help them pursue their academic, graduation, and career goals. If you have a disability and believe you may need services, you are encouraged to contact the center to discuss your needs with a counselor. All discussions and documentation are kept confidential. Contact: Monday through Friday 8:00 am - 5:00 pm Phone: (915) 747-5148. Location: Union Building East Room 106. E-mail: cass@utep.edu

8 Course Evaluation

Your constructive assessment of this course plays an indispensable role in shaping education at UTEP. Upon completing the course, please take the time to fill out the online course evaluation.