

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

**Business Analytics
Spring 20234**

1 Course Information

Course:	QMB 3350-001 - CRN 23485
Instructor:	Dr. Seyedmasood Dastan
Email:	sdastan@utep.edu
Office Hours:	MW 3:30 pm - 4:30 pm or by appointment Office: College of Business Admin 227
Required Text:	eTextbook: Business Analytics, Communicating With Numbers Publisher: McGraw Hill; 2 nd edition Authors: Jaggia/Kelly/Lertwachara/Chen
Time:	MW 1:30 pm - 2:50 pm
Location:	College of Business Admin 319
Prerequisite:	See Academic Catalog

2 Course Description/Objectives::

This course will teach students the basic principles and techniques used in business analytics to process big data. Students will learn to explore data quality, visualize relationships between features, build basic predictive models and evaluate predictions using Excel and R. This course will cover descriptive and predictive modeling analytics and demonstrate how to move towards actions and decisions based on data insights.

Students who successfully complete this course will be able to:

- Analyze data in Excel and code in R (at a novice level)
- Implement the data science process
- View business problems from a data perspective

- Deliver descriptive and predictive analytics
- Support decisions confidently using data

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 sdastan@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:

Grades will be based on the weighted average for each assignment group. I do not use a points-earned vs. points-available system. Instead, each assignment is normalized, then the assignment category average is calculated, and finally, each group is weighted accordingly to calculate your final grade. The weights associated with each assignment category are shown below:

- Quizzes - 15%
- Exam 1 - 15% (Feb. 21st)
- Exam 2 - 15% (Mar. 27th)
- Final Exam - 20%
- Participation (measured by in-class activities) - 5%
- (Homework assignments) - 30%
- **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

All requests regarding course grade corrections (e.g., exams, homework) must be submitted in writing within three (3) days after graded materials are returned, reviewed, and/or after grades have been posted in BlackBoard grade book. After that time, all grades and records become final. Please note that all changes are at the sole discretion of the instructor.

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](mailto: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.