



BUSN 3333 BUSINESS PROCESS ANALYTICS

Spring 2022 CRN: 25208 MW 6:00 ~ 7:15 pm BUSN 319

Instructor: Yang Yang, Ph.D.
Department: Marketing and Management
Office hours: MW 3:00 ~ 4:30 pm
 or by appointment

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Course description:

The purpose of this course is to introduce the BBA students Enterprise Resource Planning (ERP) and the use of these systems in various business process modules such as human resources, supply chain, accounting, and finance. This is a foundational course in principles of ERP designed primarily for business students as part of an integrated business education and is also useful for any major who wishes to understand how ERP is used.

Course Objectives:

The major goal of this course is to introduce students to Enterprise Resource Planning (ERP), a business management paradigm that integrates all facets of the business, including planning, manufacturing, sales, finance and accounting. Course will cover both the methodology and practice of ERP using SAP, a leading commercial software package. Hands-on homework will be assigned so the student can work through real-life business situations using the SAP system and explore the interaction among the different business processes. These exercises, along with in-class discussions, will prepare the student with the knowledge and skill sought by a growing number of businesses attempting to use enterprise systems to maintain or expand their competitive edge.

Learning Objectives:

Specifically, upon completion of the course, the student should have familiarity with the following business processes and the skill to work with these processes with the SAP software tool:

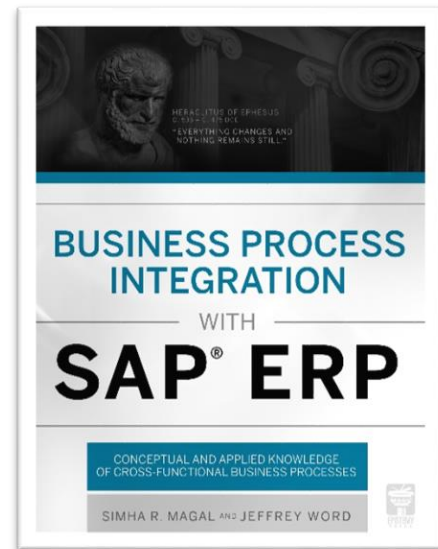
- Accounting Process
- Procurement Process
- Fulfillment Process
- Production process
- Inventory and Warehouse Management Process
- Material Planning process
- Process integration

SAP University Alliances Community (SAP UAC) is a free site for all university students who are enrolled in an SAP course. The registration process is very simple and is free -- <http://uac.sap.com>. In addition to the detailed Global Bike Incorporated (GBI) case information, you will also gain access to several SAP career services, including certification information and internship and job opportunities.

Text Book:

The following is required:

- **(Required) Business Process Integration with SAP S/4HANA (2020)**
 - By Simha R. Magal & Jeffrey Word
 - The online textbook can be purchased at: <https://courses.epistemypress.com/>
- **(Required) Harvard Business Review Cases:**
 - Three HBR cases will be used throughout the semester.
 - The cases can be purchased at: <https://hbsp.harvard.edu/import/851796>
- **The Wall Street Journal**
 - This is optional but highly recommended!
 - You can subscribe at the link for \$4/month for the semester at: <https://r.wsj.com/PROFgmfx>



Prerequisite: ACCT 2301 w/C or better AND ACCT 2302 w/C or better AND ECON 2303 w/C or better AND ECON 2304 w/C or better AND QMB 2301 w/C or better)

Disclaimer:

The following is a rough detail about what will be covered in lecture, assignments, grading, tests, etc. This is not a contract, but rather it is a guideline to be adjusted as necessary.

Course Website:

Blackboard: The electronic platform for this course will be Blackboard. Students are responsible for checking Blackboard and your UTEP email daily for course announcements and updates through the my.utep.edu portal. Blackboard is the main source of communication between faculty and students. Students are encouraged to access this site daily. Course syllabus, calendar, and slides are posted on this site. Grades will be made available ONLY through this site. Important announcements for this class will be send through “Blackboard announcement” and will go directly to your email. Please check your email every day for any communication.

Course Organization:

In general, we cover each chapter in two class sessions. The first session is delivered online by watching the textbook video lectures. The second session is delivered in class in which students

will work in groups to answer the discussion questions that help the students to further comprehend the material. Therefore, it is important for students to finish watching all the videos before the in-class discussion. In addition, there are several HBR cases and in-class activities throughout the semester.

Attendance: You are expected to attend classes regularly and on time. You should plan to take careful notes as not all material can be found in the text. You take full responsibility when you miss class or come to class late.

Grading:	1. 2 Exams	300 pts (150 pts each)
	2. Final Exam	200 pts
	3. 12 Quizzes	200 pts (20 pts each)
	4. News presentations	100 pts (50 pts each)
	5. Team project	200 pts
=====		
	Total	1000 pts

Grades will be assigned based on the following scale.

A	900+	C	700-799	D	60-699
B	800-899			F	<600

Exams:

There are two exams and a final exam and will consist of a number of multiple choices questions on the materials covered during that part of the semester for which the test is given. You will not be tested on any materials that are not covered in the class.

A student who is unable to take an exam due to an emergency must inform me of that fact on or earlier than the day of the exam and arrange for a make-up exam. Any student requiring a make-up will have to document his/her excuse (e.g., a letter from a physician written on the physician's letterhead).

All exams are delivered online using the blackboard platform and the Respondus Lockdown Browser (RLB) and Monitor. There will be a **Mock Quiz** to allow you to get the full experience of taking an exam using these tools. Prior to the quiz, you will be asked to get your personal computer ready to take the exam by downloading and installing all necessary software. You will need to make your webcam available during the Bb exam and you will be video-recorded taking the exam. There is more information on Bb on how to set up RLB and be ready to take all exams.

Quizzes: 12 Quizzes will be given during the course (one for a chapter or a case). Each quiz will be available on blackboard during the week and is due before the start of in-class discussion of the associated chapter/case. Each quiz is worth 20 points and any points beyond a total of 200 pts will be considered as extra credit.

News presentation:

Indispensable managers scan and plan. They know what is happening in the world around them and spot new trends and best practices before the competition. To help build this HABIT, please read the WSJ and other trade press of your choice regularly throughout the semester. Each

student will present twice throughout the semester. For each presentation, the student selects a piece of news related to business that occurs within a month and present in class. Each student will submit a note one day before the presentation day including the title of the news, the source of the news (e.g., website links or a scanned copy from a newspaper or a magazine), and a short paragraph on why you think the news is important or interesting to you. The note should be no longer than a page. In the day of presentation, the students are expected to come to class 5 minutes earlier to setup the presentations. Each presentation should be 8~10 minutes, and 15 minutes total including Q&As.

Team Project:

You will form a team and conduct a business process analysis project. The group project consists three part: a project proposal (20 pts), a final presentation (80 pts) and a final report (100 pts). The project will be worth 200 points. All group members in a team will be assigned the same grade. The project is due before midnight on the date highlighted in Blackboard. If you turn in a project on the day after the due date, 20 points will be deducted from your grade. 10 additional points will be deducted from your grade for each additional late day.

Disruptions: You are expected to arrive for class on time and stay in class for its duration. Please minimize class disruptions by completing bathroom visit before class time. Please turn off your cell phone once you are in the classroom. **DO NOT CHAT WITH OTHERS WHILE I AM LECTURING.**

Incomplete Grade Policy

Incomplete grades may be requested only in exceptional circumstances after you have completed at least half of the course requirements. Talk to me immediately if you believe an incomplete is warranted. If granted, we will establish a contract of work to be completed with deadlines.

Accommodations Policy

The University is committed to providing reasonable accommodations and auxiliary services to students, staff, faculty, job applicants, applicants for admissions, and other beneficiaries of University programs, services and activities with documented disabilities in order to provide them with equal opportunities to participate in programs, services, and activities in compliance with sections 503 and 504 of the Rehabilitation Act of 1973, as amended, and the Americans with Disabilities Act (ADA) of 1990 and the Americans with Disabilities Act Amendments Act (ADAAA) of 2008. Reasonable accommodations will be made unless it is determined that doing so would cause undue hardship on the University. Students requesting an accommodation based on a disability must register with the [UTEP Center for Accommodations and Support Services](#) (CASS). Contact the Center for Accommodations and Support Services at 915-747-5148, or email them at cass@utep.edu, or apply for accommodations online via the [CASS portal](#).

Scholastic Integrity

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. 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 must be reported to the [Office of Student Conduct and Conflict Resolution \(OSCCR\)](#) for possible disciplinary action. To learn more, please visit [HOOP: Student Conduct and Discipline](#).

COVID-19 PRECAUTIONS

If you have tested positive for COVID-19, you are encouraged to report your results to covidaction@utep.edu , so that the Dean of Students Office can provide you with support and help with communication with your professors. It is important to follow all instructions that you receive as part of the diagnosis, including isolation and staying at home until a negative test is produced.

If you experience COVID-19 symptoms, please follow the isolation protocol by staying at home and getting tested as soon as possible. If the test is negative but you are still seeking accommodations, please contact the Dean of Students Office for guidance in a timely manner. Your instructor will work with the Dean of Students Office to determine the extent of any such accommodations.

We strongly encourage you to think and act proactively in all matters related to COVID-19 and your academic endeavors. The Center for Disease Control and Prevention recommends that people in areas of substantial or high COVID-19 transmission wear face masks when indoors in groups of people. The best way that Miners can take care of miners is to get the vaccine. If you still need the vaccine, it is widely available in the El Paso area, and will be available at no charge on campus during the first week of classes. For more information about the current rates, testing, and vaccinations, please visit epstrong.org.

Tentative Schedule of Classes

Week	Dates	Activities	Delivered	Quiz / test
1	01-19	First day of class	In class	
2	01-24	A hand game of business process	In class	
	01-26	Ch 1: “Intro to Business Processes”	Online	
3	01-31	Ch 1: “Intro to Business Processes”	In class	Ch 1 Quiz
	02-02	Ch 2: “Intro to Enterprise Systems”	Online	
4	02-07	Ch 2: “Intro to Enterprise Systems”	In class	Ch 2 Quiz
	02-09	Ch 3: “Intro to Accounting”	Online	
5	02-14	Ch 3: “Introduction to Accounting”	In class	Ch 3 Quiz
	02-16	Ch 4: “The Procurement Process”	Online	
6	02-21	Ch 4: “The Procurement Process”	In class	Ch 4 Quiz
	02-23	Guest lecture	Online	
7	02-28	Case 1: Bloom & Grow Asia (I): ERP Strategy and Planning	In class	Case 1 Quiz
	03-02	Ch 5: “The Fulfillment Process”	Online	
8	03-07	Ch 5: “The Fulfillment Process”	In class	Ch 5 Quiz
	03-09	Test 1: Ch 1, 2, 3, 4 & 5	Online	
9	03-14	Spring Break		
	03-16	Spring Break		
10	03-21	Beer game	In class	
	03-23	Ch 6: “The Production Process”	Online	
11	03-28	Ch 6: “The Production Process”	In class	Ch 6 Quiz
	03-30	Team project proposal presentation	Online	
12	04-04	Case 2: XCMG: Digital Business Transformation Of A manufacturing Giant	In class	Case 2 Quiz
	04-06	Ch 7: “Inventory and Warehouse Management Process”	Online	
13	04-11	Ch 7: “Inventory and Warehouse Management Process”	In class	Ch 7 Quiz
	04-13	Ch 8: “Material Planning Process”	Online	
14	04-18	Ch 8: “Material Planning Process”	In class	Ch 8 Quiz
	04-20	Ch 9: “Process Integration”	Online	
15	04-25	Ch 9: “Process Integration”	In class	Ch 9 Quiz
	04-27	Team Project Presentations	Online	
16	05-02	Case 3: The Diet Center: The SAP ERP Decision	In class	Case 3 Quiz
	05-04	Test 2: Ch 6, 7, 8 & 9	Online	
	05-11	Final Exam: Comprehensive 7:00 – 9:00 pm	Online	

Fall Drop/Withdrawal Deadline: **Apr 1st**