

---

## QMB 6358: Data Analytics for Business

CRN: 50055, Section #521 (Hybrid section), 3 Credit Hours

### COURSE SYLLABUS

Semester: **Summer C 2023**

**Mandatory In-Class Instruction: Weeks 1, 4, and 9 (5/20, 6/10, and 7/15)**

Time: **Saturday (5/20, 6/10, and 7/15) 8:30 am – 12:30 pm**

In-Class Meeting Location: **USF Sarasota-Manatee Campus Building-Room: SMC-B229**

**Asynchronous Learning: Weeks 2, 3, 5, 6, 7, and 8 (5/27, 6/3, 6/17, 6/24, 7/1, and 7/8)**

*Students can choose to complete the rest of the course asynchronously if that is how they want to learn.*

*Recordings for the week will be made available by 2 p.m. on Saturdays, on the dates indicated above.*

**Optional Synchronous Live Instruction (on MS Teams): Weeks 2, 3, 5, 6, 7, and 8 (5/27, 6/3, 6/17, 6/24, 7/1, and 7/8)**

*However, as a few students requested, and given the nature of the subject and challenges students face, I can potentially hold synchronous live classes on Microsoft Teams with hands-on demonstrations for interested students. Students who believe they learn better through live sessions are more than welcome to attend synchronous live sessions to learn the subject. A survey will be conducted to determine student interest in live sessions on the 1<sup>st</sup> day of class on Saturday 5/20.*

Optional Online Class Meeting Days: **Saturday (5/27, 6/3, 6/17, 6/24, 7/1 & 7/8) 7-9 am**

Optional Online Class Meeting Location: **Synchronous Live Session on Microsoft Teams**

Instructor: **Dr. Ramakrishna Govindu, Assistant Professor of Instruction**

Office Location: **USF Sarasota-Manatee Campus**

Building-Room: **SMC-C229**

Office Hours: **To be held remotely on Microsoft Teams – Schedule to be announced on Canvas.**

Email: [RGovindu@usf.edu](mailto:RGovindu@usf.edu)

---

**Note:** This is a 3-credit hour course. A 3-credit hour course means 3 hours per week of in-class instruction over a 15-week semester. Since this course is held over summer C semester and runs over 9 weeks, it will be 4 hours per week of in-class instruction over a 9-week term. *Time for course preparation and reading assignments; and time for completing homework assignments, quizzes, and exams will be outside of instructional time just like any other course students take.*

#### **I. Welcome!**

Dear Students, Welcome to the new semester. Organizations these days are collecting massive amounts of data. Companies that exploit data through analytics in making business decisions tend to outperform others and make a lot of money leading to long term success. In this “Data Analytics for Business” course; you will learn to utilize several tools and techniques focusing on Descriptive Analytics, Visualizations, and Predictive Analytics including Datamining, and Classification. This course integrates Excel, R, and several other analytics tools. You will learn to acquire critical

thinking, problem solving, analytical skills that would help you throughout your career in business and industry. When mastered, and through practice and experience, these skills can help students to get into high paying jobs.

## **II. University Course Description**

*“This course will introduce data analytics for managers. It is targeted for MBA students and provides an overview of data collection, visualization, and business dashboards, as well as classification models on customer data.”*

## **III. Course Prerequisites**

QMB 6305: Managerial Decision Analysis with a minimum grade of C

## **IV. Course Purpose**

This is a second course in data analytics for graduate students and assumes that you have basic knowledge of statistics. For that reason, QMB 6305: Managerial Decision Analysis is a prerequisite for this course. It is important that students review basic concepts of statistics to be prepared to learn the content in this course (this is especially true for students who might have forgotten statistics). While we will do a quick review of some of the concepts, the focus of this course is on the application of statistics and analytics methods for solving real-world data problems. So, the focus of the course will be on applications utilizing several software tools. So, please be sure that you make effective use of the first few weeks at the beginning of this course to catch up on the basics of statistics. The purpose of QMB 6358 is to help students (who are current and future Business Managers) acquire skills in applying statistical tools / techniques for data-driven business analytics and decision making. In particular, the course emphasizes and prepares students to “learn,” “interpret,” and “be ready to apply” the concepts and methods, rather than learn to do calculations alone, in areas such as Descriptive Analytics, Visualizations, and Predictive Analytics including Datamining, and Classification.

## **V. Course Topics**

- a. Descriptive Statistics
- b. Visualization
- c. Data Management & Cleaning Strategies
- d. Estimation and Statistical Inference
- e. Regression Analysis and Model building
- f. Descriptive and Predictive Data Mining
- g. Time Series Analysis & Forecasting
- h. Spreadsheet Modeling

## **VI. Student Learning Outcomes**

At the conclusion of this course the successful student is expected to:

- a. Learn concepts and methods related to descriptive analytics and visualizations.
- b. Learn concepts and methods related to predictive analytics, statistical modeling, and statistical data mining.
- c. Learn to use several tools such as Excel, R, Tableau, and others to perform analyses in descriptive analytics, visualizations, predictive analytics, and datamining.
- d. Learn to implement methods on real world data using state-of-the-art software tools and be able to extract and communicate useful information for the decision makers.

## **VII. Required Texts and/or Readings and Course Materials**

- **Business Analytics | 5th Edition by Jeffrey D. Camm/James J. Cochran/Michael J. Fry/Jeffrey W. Ohlmann, CENGAGE, ISBN: 9780357693933**

Please note: Cengage has informed me that students must choose the **Cengage Unlimited** option.

- **In this course we use “Microsoft Excel” extensively.** Usage of other spreadsheet applications such as Google Sheets, OpenOffice, and others is not acceptable. If you do not have Microsoft Office on your system, as a student of USF you are allowed free download and installation of Microsoft Office for personal use. Check out the info at:  
<https://www.usf.edu/it/documentation/office365/personal-download.aspx>.

#### **VIII. Supplementary (Optional) Texts and Materials**

Additional supplementary (optional) documents may be posted on Canvas if and as needed for the benefit of students. These documents will help students expand their knowledge. However, students will not be tested on the content.

#### **IX. How to Succeed in this Course**

There is no way to do well in the course without learning. Just follow all the instructions and directions provided in the detailed schedule in this document and in weekly communications. Always be on time with learning and complete all the tasks on time. Follow the process steps as outlined here. Do not skip any step or short-circuit the process in anyway.

- Complete the reading assignments before class by Friday every week.
- Attend all in-class meetings on 5/20, 6/10, and 7/15 the entire duration. Given the nature of the subject, students find the course to be challenging. To help students learn well and do well, I will be holding classes Live on Microsoft Teams 8:30 am – 12:30 pm on Saturdays we do not meet on campus in Sarasota. It is important that students take advantage of the same, learn better and do well in the course. These sessions include demonstrations and will be recorded.
- Practice solving the solved example problems demonstrated in the course on your own first. If you can solve those problems correctly on your own, that is an indication that learning has happened.
- Start working on homework assignment problems soon the HW is opened which should happen before Saturday ends. The sooner you get started, the more time you will have to work on them and to seek help if and as needed. Do not wait until the day of submission or even the final hours to get started on HW assignments. Submit your homework report well before the deadline, typically 11:59 p.m. the following Friday (see the detailed schedule in this document for the deadlines).
- Complete all the tasks assigned on time. No late submissions are allowed on this course for any reason. HW assignments is where you learn. Do not miss work and lose points unnecessarily. Students must meet all the deadlines for their own benefit and learning.
- Attend Office Hour sessions to be held on Teams to get help if and as needed. Schedule for Office Hours will be announced during week 1.
- Give yourself plenty of time on Projects. Submit them on time. No late submissions are allowed. You must follow all the instructions and do a thorough and rigorous job on them to get good grades in the course. Seek help during office hours on Teams if and as needed. If you follow the above advice, you will do well.

#### **X. Academic Continuity**

During any semester, there is a possibility the course may be disrupted, whether due to continued pandemic or hurricane season. If the university transitions to remote instruction, classes will be held via live, synchronous sessions using Microsoft Teams and attendance will be required just like in regular classes. You will find the Teams sessions links on your USF Email calendar and Microsoft Teams calendar. All course material will be in our course on Canvas.

## **XI. Communication**

I will communicate with you through Emails from Canvas Inbox. You must also communicate with the instructor through E-mails from Canvas Inbox. You will find information on tone and etiquette when communicating under "Course Policies: Technology and Media." I should be able to respond to your e-mails within a day or two at the max depending on weekday/weekends. It can be a bit longer if I am travelling and out of network reach. But I will do my best to respond to you as quickly as I can.

## **XII. Grading Scale**

Grading Scale (%)	
97 – 100%	A+
93 – < 97%	A
90 – < 93%	A-
87 – < 90%	B+
83 – < 87%	B
80 – < 83%	B-
77 – < 80%	C+
73 – < 77%	C
70 – < 73%	C-
67 – < 70%	D+
63 – < 67%	D
60 – < 63%	D-
0 – < 60%	F

It is mandatory that students must complete both Project #1 and Project #2 and do well on them to earn a final passing grade in the course.

Your score determines your grade. No individual requests for grade adjustments shall be entertained.

## **XIII. Grade Categories and Weights**

Assessment	Weights (% of Final Grade)
Attendance & Course Participation	5%
Homework Assignments (Individual Task)	45%
Project #1 – Visualization Project (Individual Task)	20%
Project #2 – Analytics Project (Individual Task)	30%
<b>Total</b>	<b>100%</b>

## **XIV. Additional Details on the Course Assignments and Grading Policies**

### **ATTENDANCE & COURSE PARTICIPATION:**

Attendance and Course participation on Canvas on the weeks we meet in class (5/20, 6/10, and 7/15) is mandatory. To earn points attendance and class participation points, students must attend the three mandatory meetings in class and for the entire class duration. Students who do attend all three mandatory meetings the entire time will earn two additional points for a total of 5% of the course final grade. Students who miss one or mandatory meetings or attend class only for partial session will lose points for the missed sessions and will not earn the extra two points. How many points students lose will depend on their attendance and class participation on those mandatory meeting dates. Every class you attend, attend the entire duration of the class. Students must engage themselves with the course

content through active participation. The nature of the course is such, and there is also compelling evidence that students who participate learn in a systematic manner in the course every week end up learning the subject matter better and earn good grades.

The rest of the six weeks (5/27, 6/3, 6/17, 6/24, 7/1, and 7/8) students can learn asynchronously if they wish through recordings to be posted on a weekly basis by Saturday 2 pm on the dates indicated. However, as a few students requested, I will be holding OPTIONAL Synchronous Live Sessions on Microsoft Teams meetings. Students are NOT REQUIRED TO ATTEND THEM but have the option to do so, if they think live sessions help them to learn better as opposed to asynchronous learning. We will be doing a lot of hands-on tasks in this course, and students can get the help they need on the spot without needing to wait for the next Office Hour Teams session. Please note, I am doing so only to help students who have requested me to do so during the Spring semester. I will survey the class on Saturday 5/20 to see how many students are still interested. If I happen to hold these sessions, they will be recorded in their entirety and the recordings will be available to all students. There will be no penalties for not attending them. But students have a whole lot to gain if they attend because I will be available to help students learn better through hands-on activities.

#### **READING ASSIGNMENTS:**

Reading Assignments as indicated in the course schedule is mandatory. Read the chapters prior to attending the class. As you read the chapters, work out the solved example problems. Doing so will help you learn and understand the content better. If you complete the reading assignments before attending the class, you will learn the subject much better.

#### **HOMEWORK ASSIGNMENTS:**

All homework assignments are individual tasks. Every week specific topics will be covered along with solved example problems. Homework will be assigned around 10 p.m. if not earlier on the day of class (Saturday) that consists of a set of problems like the solved example problems discussed in class/on PPT files/and in demonstrations. You will have sufficient time as indicated on the detailed schedule to solve the problems and to submit a Report. Instructions will be provided on each assignment. Submit your report on Canvas before the due date and time indicated.

The strict deadline for HW submission will be 11:59 p.m. US Eastern as indicated on Canvas. For your convenience, they are also listed in the Detailed Course Schedule at the end of this document. There will be no extension of due dates. No late submissions will ever be allowed. Be prepared to lose HW points if the Report is not turned in before the deadline. No e-mail submissions or hard-copy submissions are accepted. All HW scores shall count towards final grade. Homework Reports will be graded for Relevancy and Completeness but not for Accuracy. If the submissions are on time, relevant, complete, and all the problems are solved, you get full points. Irrelevant solutions will earn you zero points. You will get partial credit for partial/incomplete solutions and submissions. HW report must demonstrate student's own work. If any HW reports are found to be copied, all the students who helped and/or received help shall be treated as violators, will receive zero points, and be reported for academic dishonesty. Please remember that solving Homework Assignments on your own is the most crucial step in learning to acquire skills. Colluding with classmates and other students/people, using external resources, tutors, tutoring websites such as Chegg.com ... etc., and all other modes of cheating is strictly prohibited. Submitting work of tutors and classmates (as your own), and reports from tutoring websites such as Chegg.com ... etc., and all other modes of cheating is strictly prohibited. Violators will receive zero points and be reported for academic dishonesty. Academic dishonesty will be dealt with very strictly under university policies.

#### **PROJECTS:**

There will be two individual projects to be completed in this course – a Visualization Project, and an Analytics Project as indicated in the course schedule. On these projects students will complete assigned tasks following all the instructions provided. Students will prepare reports and may be asked to create short demo video recordings demonstrating their skills. All the necessary instructions will be provided when the tasks are assigned in due course.

The focus of the Visualization Project is for students to demonstrate their skills in communicating with data. In this course students will learn powerful data visualization tools to create numerical, tabular, graphical, and dashboard summary visualizations. Students will apply the same on specific datasets, create a narrative, tell the story in a short video recording, prepare, and submit a report. To that end, students will identify and utilize datasets based on their own interest and utilize the tools they learn in this course. Be creative and have fun with this project. As you complete the first few HW assignments, you will get much better idea of the methods and tools you would be learning. Further instructions on the Project and a rubric for evaluation will be provided after 4 weeks into the course. Students must discuss their dataset and what they plan to do in the project with the professor and get prior approval at the latest by the end of week 4.

The focus of the Analytics Project will be for students to demonstrate their skills in performing analytics on business data. In the second half of the course, students would learn to apply powerful predictive analytics techniques on business data focusing on regression, datamining, and time series methods on business data. Students will apply the same on specific datasets, create a narrative, tell the story in a short video recording, prepare, and submit a report. To that end, students will identify and utilize datasets based on their own interest and utilize the tools they learn in this course. Be creative and have fun with this project. As you complete the HW assignments in the predictive analytics area, you will get much better idea of the methods and tools you would be learning. Further instructions on the Project and a rubric for evaluation will be provided after 8 weeks into the course. Students must discuss their dataset and what they plan to do in the project with the professor and get prior approval at the latest by the end of week 8.

#### **XV. Instructor Feedback Policy & Grade Dissemination**

All submissions happen on Canvas. The instructor will respond to email communication relevant to the subject matter within 48 hours of the date received.

Any feedback will be provided on Canvas. Please note given the nature of the course, grading takes considerable time. Grades and comments (as appropriate) for Homework assignments and Projects will be posted on Canvas typically within 1-2 weeks past the respective due dates. If any delays happen beyond that time due to unforeseen circumstances, students will be informed of the possible delays through e-mail. You can access your scores at any time using "Gradebook" in Canvas after they are posted.

**XVI. Course Schedule.** (\* Note: This Schedule is subject to revision if and as needed)

**In this course, Saturday is the class meeting day, and Saturday-thru-Friday is treated as the week.**

<b>Week</b>	<b>Date</b>	<b>Description</b>
1	5/20 (Week of 5/20–5/26)	<p><b><u>Assignment:</u></b></p> <ul style="list-style-type: none"> <li>• <b>HOMEWORK #0 (personal introduction – due: before 11:59 p.m. Thursday, 5/18)</b></li> <li>• Reading Assignment: Read Textbook Chapter 1: Introduction to Business Analytics &amp; Chapter 2: Descriptive Statistics <b>(by Friday, 5/19)</b></li> </ul> <p><b>Topic: Introduction, Syllabus, Course Outline</b></p> <p><b>Topics: Introduction to Business Analytics &amp; Descriptive Statistics – REVIEW</b></p> <p><b><u>Assignment:</u></b></p> <ul style="list-style-type: none"> <li>• Reading Assignment: Read Chapter 2: Descriptive Statistics &amp; Chapter 4: Data Wrangling: Data Management &amp; Data Cleaning Strategies <b>(by Friday, 5/26)</b></li> </ul>
2	5/27 (Week of 5/27–6/2)	<p><b>Topics: Descriptive Statistics – REVIEW (continued ...) &amp; Data Wrangling</b></p> <p><b><u>Assignment:</u></b></p> <ul style="list-style-type: none"> <li>• <b>HOMEWORK #1 (due: before 11:59 p.m. Friday, 6/2)</b></li> <li>• Reading Assignment: Textbook Chapter 3: Data Visualization <b>(by Friday, 6/2)</b></li> </ul>
3	6/3 (Week of 6/3–6/9)	<p><b>Topic: Data Visualization</b></p> <p><b><u>Assignment:</u></b></p> <ul style="list-style-type: none"> <li>• <b>HOMEWORK #2 (due: before 11:59 p.m. Friday, 6/9)</b></li> <li>• Reading Assignment: Textbook Chapter 6: Descriptive Data Mining <b>(by Friday, 6/9)</b></li> </ul>
4	6/10 (Week of 6/10–6/16)	<p><b>Topics: Descriptive Data Mining</b></p> <p><b><u>Assignment:</u></b></p> <ul style="list-style-type: none"> <li>• <b>HOMEWORK #3 (due: before 11:59 p.m. Friday, 6/16)</b></li> <li>• Reading Assignment: Textbook Chapter 5: Probability: An Introduction to Modeling Uncertainty &amp; Chapter 7: Statistical Inference <b>(by Friday (6/16)</b></li> </ul>
5	6/17 (Weeks of 6/17–6/23)	<p><b>Topic: Probability Distributions, Estimation &amp; Statistical Inference – REVIEW</b></p> <p><b><u>Assignment:</u></b></p> <ul style="list-style-type: none"> <li>• <b>Project #1: Visualization Project (due: before 11:59 p.m. Friday, 6/23)</b></li> <li>• Reading Assignment: Textbook Chapter 8: Linear Regression <b>(by Friday, 6/23)</b></li> </ul>
6	6/24 (Week of 6/24–6/30)	<p><b>Topic: Linear Regression</b></p> <p><b><u>Assignment:</u></b></p> <ul style="list-style-type: none"> <li>• <b>HOMEWORK #4 (due: before 11:59 p.m. Friday, 6/30)</b></li> <li>• Reading Assignment: Textbook Chapter 10: Predictive Data Mining: Regression Tasks <b>(by Friday, 6/30)</b></li> </ul>

<b>Week</b>	<b>Date</b>	<b>Description</b>
7	7/1 (Week of 7/1–7/7)	<b>Topic: Predictive Data Mining - Regression Methods</b> <b>Assignment:</b> <ul style="list-style-type: none"> <li>• <b>HOMEWORK #5 (due: before 11:59 p.m. Friday, 7/7)</b></li> <li>• Reading Assignment: Textbook Chapter 11: Predictive Data Mining: Classification Tasks <b>(by Friday, 7/7)</b></li> </ul>
8	7/8 (Week of 7/8–7/14)	<b>Topic: Predictive Data Mining - Classification Methods</b> <b>Assignment:</b> <ul style="list-style-type: none"> <li>• <b>HOMEWORK #6 (due: before 11:59 p.m. Friday, 7/14)</b></li> <li>• Reading Assignment: Textbook Chapter 9: Time Series Analysis &amp; Forecasting and Textbook Chapter 12: Spreadsheet Models <b>(by Friday, 7/14)</b></li> </ul>
9	7/15 (Week of 7/15–7/21)	<b>Topic: Time Series Analysis &amp; Forecasting &amp; Spreadsheet Models</b> <b>Assignment:</b> <ul style="list-style-type: none"> <li>• <b>Project #2: Analytics Project (due: before 11:59 p.m. Friday, 7/21)</b></li> </ul>
	8/2	<b>Final Grade is reported to USF by 11:59 p.m. Tuesday, 8/1 and will be posted on Canvas Grade Book before 11:59 p.m. Wednesday, 8/2</b>
	8/11	<b>Grades visible in OASIS on 8/11</b>



## **XVII. USF Core Syllabus Policies**

USF has a set of central policies related to student recording class sessions, academic integrity and grievances, student accessibility services, academic disruption, religious observances, academic continuity, food insecurity, and sexual harassment that **apply to all courses at USF**. Be sure to review these online: [usf.edu/provost/faculty-success/resources-policies-forms/core-syllabus-policy-statements.aspx](https://usf.edu/provost/faculty-success/resources-policies-forms/core-syllabus-policy-statements.aspx)

## **XVIII. Course Policies: Grades**

**Online Proctoring:** It is possible that some of the tasks within this course will require online proctoring. If so, those tasks will be administered using an online proctoring tool - **Honorlock**. Keeping the audio and video (microphone and camera) on during such tasks is necessary. Therefore, students will be required to have a webcam (USB or internal) with a microphone when taking an exam or quiz. Students understand that this remote recording device is purchased and controlled by the student and that recordings from any private residence must be done with the permission of any person residing in the residence. To avoid any concerns in this regard, students should select private spaces for the testing. The University library and other academic sites at the University offer secure private settings for recordings, and students with concerns may discuss the location of an appropriate space for the recordings with their instructor or advisor. Students must ensure that any recordings do not invade any third-party privacy rights and accept all responsibility and liability for violations of any third-party privacy concerns. Setup information will be provided prior to taking the proctored exam. For additional information about online proctoring, you can visit the online proctoring student FAQ at: <http://www.usf.edu/innovative-education/resources/student-services/online-proctoring.aspx>

**Late Work Policy: No late work will be allowed on this course be it for HW assignments and Projects.** Student acquisition of knowledge in this course happens cumulatively. The nature of the course is such that student learning of topics must happen on a weekly basis as scheduled. Otherwise, it will affect learning in the subsequent weeks. All the due dates for the tasks in this course are announced on day 1. It is the responsibility of students to submit their work well ahead of time and to meet all the deadlines. If proper, correct, and valid submissions do not happen before the respective deadlines; zero points will be recorded for the task. The only exception to this policy will be documented medical emergencies (if any) for the student needing medical attention with proper medical / hospitalization certificate. As all the dates have been announced at the beginning of the semester, being on office trip, or on vacation, or on cruise, or forgetfulness, or being late by a second will not qualify for any exceptions or concessions as far as the assignment submissions go. Assignments not submitted on time mean assignment was not turned in and will earn a zero credit.

**Extra Credit Policy: There will be No Extra Credit offered in this course.** There is no need to do any extra work on this course. Just do what you have been assigned on time without missing the deadlines to become eligible for the grade. Every task (HW assignments and Projects) assigned in this course shall count towards your grade. If you fail to meet the deadline, zero points will be assigned for that task. No exceptions. Any exception will be made ONLY for medical emergencies / hospitalizations of the student with proper official documentation from the doctor/hospital.

**Grades of "Incomplete":** Students cannot demand an "I" grade as they wish. If any student is not earning good grades, that cannot become a basis for asking for an "I" Grade. In such cases "I" grade cannot be awarded. It can be requested only under exceptional circumstances for valid reasons and a decision will be made based on USF policy.

The current university policy concerning incomplete grades will be followed in this course.

**For undergraduate courses: An "I" grade may be awarded to a student only when a small portion of the student's work is incomplete and only when the student is otherwise earning a passing**

**grade.** The time limit for removing the “I” is to be set by the instructor of the course. For undergraduate students, this time limit may not exceed two academic semesters, whether the student is in residence, and/or graduation, whichever comes first. For graduate students, this time limit may not exceed one academic semester. “I” grades not removed by the end of the time limit will be changed to “IF” or “IU,” whichever is appropriate.

**For graduate courses:** An Incomplete grade (“I”) is exceptional and granted at the instructor’s discretion only when students are unable to complete course requirements due to illness or other circumstances beyond their control. The course instructor and student must complete and sign the “I” Grade Contract Form that describes the work to be completed, the date it is due, and the grade the student would earn factoring in a zero for all incomplete assignments. The due date can be negotiated and extended by student/instructor if it does not exceed two semesters for undergraduate courses and one semester for graduate courses from the original date grades were due for that course. An “I” grade not cleared within the two semesters for undergraduate courses and one semester for graduate courses (including summer semester) will revert to the grade noted on the contract.

**Rewrite Policy:** There will be no rewrites to this course. Students can submit their HW reports and Project reports multiple times, but all the submissions must happen only before the set deadline (and not after). The final submission before the deadline is what will be graded.

**Make-up Assignment Policy:** There will be No Make-up assignments/projects in this course. It is the student responsibility to adjust their schedules to submit their reports for HW assignments and Projects before the respective deadlines. No change of dates will be entertained unless there is absolutely an exceptional circumstance at student’s end and for documented medical emergencies and only if student has notified the instructor in advance and certainly not after the deadline passes. As all the dates have been announced at the beginning of the semester, being on office trip, or on vacation, or on cruise, or forgetfulness, or being late will not qualify for any exceptions or concessions. If the tasks are not submitted on time, zero points will be recorded.

**Assignment/Project Retention Policy:** Not applicable for this course. Student submissions happen on Canvas so there will be an electronic record. So, whatever USF policy is for Canvas course retention that applies for the course.

**Essay Commentary Policy:** Not applicable.

**Group Work Policy:** All the tasks in the course – HW assignments and Projects are individual tasks. No group work will be allowed on this course. If students engage in any group work, that would be plagiarism. In such instances, action will be taken on students based on USF policy on academic integrity violation.

**Final Examinations Policy:** In this course there are no exams. But only individual projects to be completed along with reports.

**Campus Free Expression:** *It is fundamental to the University of South Florida’s mission to support an environment where divergent ideas, theories, and philosophies can be openly exchanged and critically evaluated. Consistent with these principles, this course may involve discussion of ideas that you find uncomfortable, disagreeable, or even offensive.*

*In the instructional setting, ideas are intended to be presented in an objective manner and not as an endorsement of what you should personally believe. Objective means that the idea(s) presented can*

*be tested by critical peer review and rigorous debate, and that the idea(s) is supported by credible research.*

*Not all ideas can be supported by objective methods or criteria. Regardless, you may decide that certain ideas are worthy of your personal belief. In this course, however, you may be asked to engage with complex ideas and to demonstrate an understanding of the ideas. Understanding an idea does not mean that you are required to believe it or agree with it.*

## **XIX. Course Policies: Technology and Media**

**Email:** I am Dr. Ramakrishna Govindu, and I will be your instructor for this course. My e-mail address is: [RGovindu@usf.edu](mailto:RGovindu@usf.edu). If you are e-mailing me, as a courtesy, please commence your email with a greeting such as “Dear Dr. Govindu,” “Hello Dr. Govindu,” or “Dr. Govindu.” Please write the appropriate subject and please print your name at the bottom of the email.

### How to communicate with me

Sending an e-mail would be the best way to approach me. Should you need help with the course, we can set up time to discuss remotely on Teams at mutual convenience. Meanwhile, you can email me with the questions, and I may be able to clarify your questions through an e-mail. If at all needed, we can set up an appointment at mutual convenience for a tele-conversation and if possible and required a Microsoft Teams meeting.

### How NOT to communicate with me

- Please do not post questions in the comments section of Canvas homework submissions. I will not read your comments until I sit down to grade your assignment.
- Please do not email me from a non-USF email account.
- Please do not submit deliverables to me by e-mail. It will be treated as a non-submission.
- Please do not reply to an email that I sent to the entire class without changing the subject unless your question is about that subject. If you are using the “Reply” button to get my email address in the “To” line, please change the subject line and delete all previous text from that email, if your email pertains to something else. In which case it is better to not use the “reply” button and just start a fresh email.

### How will I communicate with you?

I will use the Canvas messaging utility to send you all emails pertaining to the course. So, you must check your USF mail account (and/or your e-mail where you receive USF e-mails by default). Whenever a student asks a question and I reply directly to that student. If and where the student question and my reply are especially important for the rest of the class to know, I will send out a mass e-mail, hiding the student identity. Students over the years found such input quite beneficial for them.

When students send me e-mails, I get them in my USF e-mail Inbox, and I will reply through my USF e-mail. If I am sending e-mails, I will use Canvas messaging feature to send e-mails. You should also do the same. I deal with hundred to two hundred students in regular semesters typically and I receive hundreds of e-mails every day. When you send e-mails through Canvas, I will know who you are, in which course of mine you are in, I will understand the context for the question, and what is it that you are asking and why. That will help me to respond quickly. Otherwise, it could take a little longer. I respond very quickly – sometimes within minutes, sometimes within a few hours, sometimes within a day or so depending on the nature and importance of communication, circumstances, and the situation at my end. I respond on weekends too. But expect the response times to be longer if it is weekends and if I am travelling. But be assured I will respond, and I will respond to student e-mails very quickly as I am able to.

Do not send me e-mails on technological issues at your end. If the issues at your end are technology related you must reach out to USF IT Helpdesk, Canvas Helpdesk, and/or **Honorlock** Helpdesk depending on the issue, and they will help you immediately. I will not be able to resolve your technology issues.

**Canvas:** Describe how you will use Canvas in the course, how often students should expect to login, how team activities will be organized, due dates, policies on late participation, etc.

Example: This course will be offered via USF's learning management system (LMS), Canvas. If you need help learning how to perform various tasks related to this course or other courses being offered in Canvas, please view Canvas videos, or consult the Canvas help guides. If new to Canvas, read [this guide](#). You may also contact USF's IT department at (813) 974-1222 or [help@usf.edu](mailto:help@usf.edu).

**Honorlock:** In this course, we may use **Honorlock** on a few tasks. If we do, students will be informed of the same. If we have any tasks on Honorlock, students are therefore required to have a webcam with a microphone (either USB or mounted into your computer).

*All students must review the syllabus and the requirements, including the online terms and video testing requirements, to determine if they wish to remain on the course. Enrollment in the course is an agreement to abide by and accept all terms. Any student may elect to drop or withdraw from this course before the end of the drop/add period.*

*Online exams and quizzes within this course may require online proctoring. Therefore, students will be required to have a webcam (USB or internal) with a microphone when taking an exam or quiz. Students understand that this remote recording device is purchased and controlled by the student and that recordings from any private residence must be done with the permission of any person residing in the residence.*

*To avoid any concerns in this regard, students should select private spaces for the testing. The University library and other academic sites at the University offer secure private settings for recordings and students with concerns may discuss location of an appropriate space for the recordings with their instructor or advisor.*

*Students must ensure that any recordings do not invade any third-party privacy rights and accept all responsibility and liability for violations of any third-party privacy concerns.*

*Students are strictly responsible for ensuring that they take all exams using a reliable computer and high-speed internet connection. Setup information will be provided prior to taking the proctored exam. To use Honorlock students are required to download and install the [Honorlock Google Chrome extension \(Links to an external site.\)](#). For additional information please visit the [USF online proctoring student FAQ \(Links to an external site.\)](#) and [Honorlock student resources \(Links to an external site.\)](#).*

Students need to have access to a computer with the Chrome browser and can download the Honorlock extension. Your system also needs webcam, and you need to present your ID (any Photo ID would be enough you can simply use your USF ID) for verification to get into Honorlock Quizzes and Exams.

Specific information / instructions will be provided in advance if any Honorlock tasks are assigned. For additional information about online proctoring, you can visit the online proctoring student FAQ.

**WhatsApp, GroupMe, and Student-to-Student Communication:** While students may use digital communication tools (WhatsApp, GroupMe, etc.) to communicate with fellow students, it is important to remember that academic integrity policies still apply in these environments. Informing others about the contents of tests is prohibited by [the official regulation](#), as is receiving unauthorized information about an examination. Students are expected and required to immediately report instances of such violations to the instructor.

**Laptop Usage:** You will need a proper laptop with a microphone and webcam (either built-in or external) for use on this course. Describe your policies for using laptops throughout your course. Whether you dislike the use of laptops during your lecture, or whether you encourage using a laptop during discussion, or wish for all students using laptops to sit in a particular region of the classroom, feel free to state it here.

**Classroom Devices/Student Recording:** Not applicable. Describe your policies for using calculators, tape recorders, and other student-owned audio & technology devices for your course.

**Phone Usage:** Describe your policies for student phone use in class, including texting or surfing the Internet. If you are using social media for a “backchannel” conversation, mention it here. If you would prefer that students not take photos/video/audio recordings of you, or of the whiteboard notes at the end of the class, state so here.

## **XX. Course Policies: Student Expectations**

**Attendance Policy:** In this course, Course Participation serves as attendance Policy. Please refer to the section on Course Participation.

### **Course Hero / Chegg Policy:**

The [USF Policy on Academic Integrity](#) specifies that students may not use websites that enable cheating, such as by uploading or downloading material for this purpose. This does apply specifically to Chegg.com and CourseHero.com – any use of these websites (including uploading proprietary materials) constitutes a violation of the academic integrity policy.

**Professionalism Policy:** Complete your work and submit reports on time every time well before the respective deadlines on assignments.

Per university policy and classroom etiquette, mobile phones, iPods, etc. **must be silenced** during all classroom and lab lectures. Those not heeding this rule will be asked to leave the classroom/lab immediately to not disrupt the learning environment. Please arrive on time for all class meetings. Students who habitually disturb the class by talking, arriving late, etc., and have been warned may suffer a reduction in their final class grade.

### **End of Semester Student Evaluations:**

All classes at USF make use of an online system for students to provide feedback to the University regarding the course. These surveys will be made available at the end of the semester, and the University will notify you by email when the response window opens. Your participation is highly encouraged and valued.

### **Food and Drink Policy:** Not Applicable.

Example: Please adhere to the firm policy of no beverages (other than bottled/capped water), food, tobacco products, or like items in the classroom. Your understanding of the necessity for this policy and cooperation will be greatly appreciated. This policy will be strictly enforced.

**Turnitin.com:** In this course Turnitin service will be utilized for all the assignments to prevent plagiarism. The University of South Florida has an account with an automated plagiarism detection service which allows student assignments to be checked for plagiarism. Turnitin is an automated system which instructors may use to compare each student's assignment quickly and easily with billions of web sites, as well as an enormous database of student papers that grows with each submission. Accordingly, you will be expected to submit all assignments in both hard copy and electronic format. After the assignment is processed, as instructor I receive a report from turnitin.com that states if and how another author's work was used in the assignment. For a more detailed look at this process visit <http://www.turnitin.com>.

Pursuant to the provisions of the Family Educational Rights and Privacy Act (FERPA), students are requested to maintain confidentiality to keep their personal contact information (i.e., name, address, telephone) from being disclosed to vendors or other outside agencies. By your submission, you are also agreeing to release your original work for review for academic purposes to Turnitin.

To comply with privacy laws, students are not required to include personal identifying information, such as name, in the body of the document. While submitting to Turnitin, PLEASE REMOVE YOUR NAME FROM THE BODY OF YOUR PAPER AND REPLACE IT WITH YOUR USF ID#. ALSO REMOVE YOUR NAME FROM THE FILE NAME AND REPLACE IT WITH YOUR USF ID# (e.g., "U12345678 Essay 1.docx") before submitting.

#### **Plagiarism:**

Definition of *plagiarism* in USF Regulation 3.027.

*Plagiarism is intentionally or carelessly presenting the work of another as one's own. It includes submitting an assignment purporting to be the student's original work which has wholly or in part been created by another person. It also includes the presentation of the work, ideas, representations, or words of another person without customary and proper acknowledgement of sources. Students must consult with their instructors for clarification in any situation in which the need for documentation is an issue and will be plagiarized in any situation in which their work is not properly documented.*

*a) Every direct quotation must be identified by quotation marks or appropriate indentation and must be properly acknowledged by parenthetical citation in the text or in a footnote or endnote.*

*b) When material from another source is paraphrased or summarized in whole or in part in one's own words, that source must be acknowledged in a footnote or endnote, or by parenthetical citation in the text.*

*c) Information gained in reading or research that is not common professional knowledge must be acknowledged in a parenthetical citation in the text or in a footnote or endnote.*

*d) This prohibition includes, but is not limited to, the use of papers, reports, projects, and other such materials prepared by someone else.*

#### **Netiquette Guidelines**

1. Act professionally in the way you communicate. Treat your instructors and peers with respect, the same way you would do in a face-to-face environment. Respect other people's ideas and be constructive when explaining your views about points you may not agree with.
2. Be sensitive. Be respectful and sensitive when sharing your ideas and opinions. There will be people in your class with different linguistic backgrounds, political and religious beliefs, or other general differences.

3. Proofread and check spelling. Doing this before sending an email or posting a thread on a discussion board will allow you to make sure your message is clear and thoughtful. Avoid the use of all capital letters, it can be perceived as if you are shouting, and it is more difficult to read.
4. Keep your communications focused and stay on topic. Complete your ideas before changing the subject. By keeping the message on focus you allow the readers to easily get your idea or answers they are looking for.
5. Be clear with your message. Avoid using humor or sarcasm. Since people cannot see your expressions or hear your tone of voice, meaning can be misinterpreted.

## **XXI. Learning Support and Campus Offices**

### **Academic Accommodations**

Students with disabilities are responsible for registering with Student Accessibility Services (SAS) to receive academic accommodation. For additional information about academic accommodations and resources, you can visit the SAS website.

[SAS website for the Tampa and Sarasota-Manatee campuses.](#)

[SAS website for the St. Pete campus.](#)

### **Academic Support Services**

The USF Office of Student Success coordinates and promotes university-wide efforts to enhance undergraduate and graduate student success. For a comprehensive list of academic support services available to all USF students, please visit the [Office of Student Success website.](#)

### **Canvas Technical Support**

Include information about where students can find technical support.

*If you have technical difficulties in Canvas, you can find access to the Canvas guides and video resources in the "Canvas Help" page on the homepage of your Canvas course. You can also contact the help desk by calling 813-974-1222 in Tampa or emailing [help@usf.edu](mailto:help@usf.edu).*

[IT website for the Tampa campus.](#)

[IT website for the St. Pete campus.](#)

[IT website for the Sarasota-Manatee campus.](#)

### **Center for Victim Advocacy**

The [Center for Victim Advocacy](#) empowers survivors of crime, violence, or abuse by promoting the restoration of decision making, by advocating for their rights, and by offering support and resources. Contact information is available online.

### **Counseling Center**

The Counseling Center promotes the wellbeing of the campus community by providing culturally sensitive counseling, consultation, prevention, and training that enhances student academic and personal success. Contact information is available online.

[Counseling Center website for the Tampa campus.](#)

[Counseling Center website for the St. Pete campus.](#)

[Counseling Center website for the Sarasota-Manatee campus.](#)

### **Tutoring**

The Tutoring Hub offers free tutoring in several subjects to USF undergraduates.



Appointments are recommended, but not required. For more information, email [asctampa@usf.edu](mailto:asctampa@usf.edu).

[Tutoring website for the Tampa campus.](#)

[Tutoring website for the St. Pete campus.](#)

[Tutoring website for the Sarasota-Manatee campus.](#)

### **Writing Studio**

*Example:* The Writing Studio is a free resource for USF undergraduate and graduate students. At the Writing Studio, a trained writing consultant will work individually with you, at any point in the writing process from brainstorming to editing. Appointments are recommended, but not required. For more information or to make an appointment, email: [writingstudio@usf.edu](mailto:writingstudio@usf.edu).

[Writing studio website for the Tampa campus.](#)

[Writing studio website for the St. Pete campus.](#)

[Writing studio website for the Sarasota-Manatee campus.](#)

## **XXII. Important Dates to Remember**

For important USF dates, see the [Academic Calendar](#) at <http://www.usf.edu/registrar/calendars/>

Semester Classes Begin:	Mon, May 15, 2023
First Day of Class for our course:	Sat, May 20, 2023
Last Day of Class for our course:	Sat, July 15, 2023
Project #2 ends:	Fri, July 21, 2023
Grades Visible in OASIS:	Fri, Aug 11, 2022