Graduate Course Syllabus

QSO 560: Descriptive Business Analytics
Center: Online

Course Prerequisites
MBA 501, MBA 504

Course Description
Descriptive analytics is used to analyze historical data to gain insights that can be used in making better business decisions in the future. In this course, you will learn about and apply the principles and techniques of business data analysis using Excel and popular data analysis software.

Course Competencies
This course covers the following competencies, which represent the knowledge and skills relevant to your field:

- DAT-53291: Apply descriptive analysis methods to address a business problem
- DAT-53292: Interpret historical data to support areas for improvement
- DAT-60663: Present visual solutions that provide value to end users and decision makers

Required Materials
Using your learning resources is critical to your success in this course. Please purchase directly through the SNHU Online Bookstore rather than any other vendor. Purchasing directly from the bookstore ensures that you will obtain the correct materials and that the IT Service Desk, your advisor, and the instructor can provide you with support if you have problems.

Data Analytics and Big Data
Soraya Sedkaoui
Wiley
2018
ISBN: 978-1-119-52805-0

Visual Analytics With Tableau
Alexander Loth
Wiley
2019
ISBN: 978-1-119-56020-3

Bongo

The following equipment will be needed to complete the Bongo activities in the course:

- Mac or PC desktop or laptop (not a mobile device or tablet)
- Webcam
- Microphone

For more detailed technical requirements, refer to this document.

Diversity, Equity, and Inclusion

As indicated in our core values, SNHU is committed to "embrace diversity where we encourage and respect diverse identities, ideas, and perspectives by honoring difference, amplifying belonging, engaging civilly, and breaking down barriers to bring our mission to life."

This may or will be reflected in SNHU's curriculum as we embrace and practice diversity, equity, and inclusion (DEI) to provide the most transformative experience for our students, faculty, and staff. Because topics pertaining to DEI can be sensitive, please remember that embodying and practicing diversity, equity, and inclusion is one of our core values that you will encounter throughout the academic experience. In higher education, we are expected to think and engage critically. Use a growth mindset to embrace the diverse readings, course assignments, and experiences of your peers and faculty.

For more information about DEI at SNHU, please visit our website at the Office of Diversity and Inclusion.

Instructor Availability and Response Time

Your class interaction with the instructor and your classmates will take place on a regular, ongoing basis. Your instructor will be actively engaged within the course throughout the week. You will normally communicate with your instructor in the weekly discussions or the General Questions discussion topic so that your questions and the instructor's answers benefit the entire class. You should feel free, however, to communicate with your instructor via SNHU email at any time, particularly when you want to discuss something of a personal or sensitive nature. Your instructor will generally provide a response within 24 hours. Instructors will post grades and feedback (as applicable) within seven days of an assignment's due date, or within seven days of a late submission.

Grade Distribution

Assignment Category	Number of Graded Items	Point Value per Item	Total Points
Discussions	2	20	40
Reports	5	25	125
Memo	1	20	20
Video Assignments	4	20	80
Excel Assignment	1	20	20
Presentations	2	45	90
Certification: Data Analytics Modeling	1	25	25
Milestone One	1	100	100
Milestone Two	1	100	100
Project	1	400	400
			Total Course Points: 1,000

This course may also contain non-graded activities. The purpose of these non-graded activities is to assist you in mastering the learning outcomes in the graded activity items listed above.

University Grading System: Graduate

Grade	Numerical Equivalent	Points
A	93–100	4.00
A-	90–92	3.67
B+	87–89	3.33
B	83–86	3.00
B-	80–82	2.67
C+	77–79	2.33
C	73–76	2.00
F	0–72	0.00
I	Incomplete	
IF	Incomplete/Failure *	
W	Withdrawn	

* Please refer to the policy page for information on the incomplete grade process.

Grading Guides

Specific activity directions, grading guides, posting requirements, and additional deadlines can be found in the Assignment Guidelines and Rubrics section of the course.

Weekly Assignment Schedule

All reading and assignment information can be found within each module of the course. Assignments and discussion posts during the first week of each term are due by 11:59 p.m. Eastern Time. Assignments and

discussion posts for the remainder of the term are due by 11:59 p.m. of the student's local time zone.

In addition to the textbook readings that are listed, there may be additional required resources within each module.

Module	Topics and Assignments
1	Reading: *Data Analytics and Big Data* (Sedkaoui), Chapter 3
	Reading: *Visual Analytics With Tableau* (Loth), Chapter 10
	1-1 Activating Course Materials in Your Wiley Account
	1-2 Discussion: Working With Data
	1-3 Excel Assignment: Data Wrangling
	1-4 Report: Stakeholder Requirements
	1-5 Confirm Access to Virtual Desktop Infrastructure (Non-graded)
	1-6 Building Industry-Recognized Skills: AICPA Certificate "Data Analytics Modeling"
2	Reading: *Data Analytics and Big Data* (Sedkaoui), Chapter 5
	Reading: *Visual Analytics With Tableau* (Loth), Chapter 3
	2-1 Report: Data Visualization
	2-2 Report: Trends and Patterns
3	Reading: *Data Analytics and Big Data* (Sedkaoui), Chapter 4
	3-1 Milestone One: Transforming Data and Identifying Trends
4	Reading: *Data Analytics and Big Data* (Sedkaoui), Chapters 6 and 7
	4-1 Video Check-in: Comparing Descriptive Analysis Methods
	4-2 Presentation: K-Means Cluster Analysis in R Studio
5	Reading: *Data Analytics and Big Data* (Sedkaoui), Chapter 8 (See course for specific sections.)
	Reading: *Visual Analytics With Tableau* (Loth), Chapter 7 (See course for specific sections.)
	5-1 Memo: Data Shortcomings
	5-2 Presentation: K-Means Cluster Analysis in Tableau
6	6-1 Video Check-in: Comparing Tableau and Rattle Using K-Means Clustering Analysis
	6-2 Milestone Two: Stakeholder Requirements and Descriptive Analysis Model Application
7	7-1 Video Check-in: Handling Missing Data
	7-2 Report: Interpret T-Tests Results
8	Reading: *Visual Analytics With Tableau* (Loth), Chapter 6
	8-1 Discussion: Awareness of Cognitive Bias
	8-2 Report: Maps and Data Layers
9	9-1 Project Submission
10	10-1 Video Reflection: Biases and Reflections
	10-2 Building Industry-Recognized Skills Submission: Data Analytics Modeling Certificate

Course Participation

Course participation is required within the first week of the term for all online courses. *Participation* in this context is defined as completing one graded assignment during the first week of the course. Otherwise, students will be administratively removed for nonparticipation. Students who do not participate during the first week may forfeit their rights to be reinstated into the course. Students who stop attending a course after the first week and who do

not officially withdraw will receive a grade calculated based on all submitted and missed graded assignments for the course. Missed assignments will earn a grade of zero. See the course withdrawal policy and the full attendance policy for further information.

Late Assignments

Students who need extra time may submit assignments (excluding discussion board postings) up to one week after the assignment due date. Discussion board submissions will not be accepted for credit after the deadline except in extenuating circumstances.

- A penalty of 10 percent of the total value of the assignment will be applied to the grade achieved on the late assignment regardless of the day of the week on which the work is submitted.
- Students who submit assignments more than one week late will receive a grade of zero on the assignment unless they have made prior arrangements with the instructor.

Students must submit all assignments no later than 11:59 p.m. (in their own time zone) on the last day of the term. No assignments are accepted after the last day of the term unless an incomplete has been submitted. See the incomplete grades policy.

There may be times an instructor makes an exception to the late assignment policy. Instructors may accept late work, including discussion board posts, with or without prior arrangement.

- Exceptions to the late policy on these grounds are left to the instructor's discretion, including whether the late penalty is applied or waived. Students should not assume that they will be allowed to submit assignments after the due dates.
- If an instructor finds that they are unable to determine whether an exception to the late policy would be appropriate without documentation, the collection and review of student documentation should be handled through the Dispute Resolution team in order to protect the student's privacy. In these cases, students should file a Student Concern Dispute form to have the circumstances reviewed.

If a student is experiencing (or knows they will experience) a circumstance, including pregnancy, that is protected under the Americans with Disabilities Act or Title IX, they are encouraged to contact the Online Accessibility Center (OAC) as soon as possible to explore what academic accommodations might be offered. Instructors must honor all deadlines established through the OAC.

Student Handbook

Review the student handbook.

ADA/504 Compliance Statement

Southern New Hampshire University (SNHU) is dedicated to providing equal access to individuals with disabilities in accordance with Section 504 of the Rehabilitation Act of 1973 and with Title III of the Americans with Disabilities Act (ADA) of 1990, as amended by the Americans with Disabilities Act Amendments Act (ADAAA) of 2008.

SNHU prohibits unlawful discrimination on the basis of disability and takes action to prevent such discrimination by providing reasonable accommodations to eligible individuals with disabilities. The university has adopted the ADA/504 Grievances Policy (version 1.2 effective October 16, 2017), providing for prompt and equitable resolution of complaints regarding any action prohibited by Section 504 or the ADA.

For further information on accessibility support and services, visit the Disability and Accessibility Services webpage.

Academic Integrity Policy
Southern New Hampshire University requires all students to adhere to high standards of integrity in their academic work. Activities such as plagiarism and cheating are not condoned by the university. Review the full academic integrity policy.

Copyright Policy
Southern New Hampshire University abides by the provisions of United States Copyright Act (Title 17 of the United States Code). Any person who infringes the copyright law is liable. Review the full copyright policy.

Withdrawal Policy
Review the full withdrawal policy.

Southern New Hampshire University Policies
More information about SNHU policies can be found on the policy page.