

# BUSINESS DATA ANALYSIS

Monmouth College  
Fall 2023

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**Instructor:** Brian H. Park

**Time:** MWF 12:00 – 12:50

**Email:** [BPARK@monmouthcollege.edu](mailto:BPARK@monmouthcollege.edu)

**Venue:** CSB 286

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## **Course Description:**

The scientific process involves the crafting of theories, deriving predictions from said theories, and then testing the hypothesis using data. The skills that are critical in this process extends into real-life business problem solving. This course is an introduction to spreadsheets, which are now ubiquitous in our every day life. Spreadsheets can be used in various fields in real world businesses such as data analysis at the operations level, forecasting for marketing purposes, and reporting in accounting or finance departments.

## **Office Hours:**

Regular walk-in office hours will be held every Tuesday and Thursday from 10:30 AM to 12:00 PM in CSB 248. Apart from these designated hours, you can also arrange appointments by visiting <https://calendly.com/brianhwpark>. Students can select 30-minute intervals for appointments, and booking consecutive sessions is permissible. If these alternatives are not suitable, students are encouraged to contact the instructor via email.

## **Textbook & Reading Material:**

There is no textbook required for this course, as the instructor will be assigning material based on each lecture / week's topic.

## **Course Engagement Expectations:**

On average, students should expect to dedicate 6 hours of their time each week to BUSI 201, including the 3 hours of class time. The remaining 3 hours outside the classroom would be spent primarily in working on homework assignments, reviewing lecture notes, and preparing for exams.

## **Learning Objectives:**

Upon completing this course, the students will be able to;

1. Manipulate and analyze large datasets stored in the form of spreadsheets.
2. Visualize, present, and effectively communicate findings from said dataset.
3. Familiarize themselves to a selection of tools that supplement spreadsheets.

**Outline of Course Schedule:**

Tentatively, the course will be organized according to the plan below:

Week	Dates	Content	Assignments	Note
1	08/23/2023 ~ 08/25/2023	Introduction	-	-
2	08/28/2023 ~ 09/01/2023	Spreadsheets Basics: An Introduction	Quiz #1	-
3	09/04/2023 ~ 09/08/2023	Spreadsheets Basics: Commands	-	Labor Day
4	09/11/2023 ~ 09/15/2023	Spreadsheets Basics: Formatting	Quiz #2	-
5	09/18/2023 ~ 09/22/2023	Spreadsheet Basics: Functions	-	-
6	09/25/2023 ~ 09/29/2023	Spreadsheet Basics: Functions	Quiz #3	-
7	10/02/2023 ~ 10/06/2023	Review Session	-	Midterm
8	10/09/2023 ~ 10/13/2023	Spreadsheet Basics: Errors and Conditions	-	Fall Break
9	10/16/2023 ~ 10/20/2023	Sharing Data / Printing Results	-	-
10	10/23/2023 ~ 10/27/2023	Pivot Tables	Quiz #4	-
11	10/30/2023 ~ 11/03/2023	Data Visualization	-	-
12	10/30/2023 ~ 11/03/2023	Data Visualization	Quiz #5	-
13	11/06/2023 ~ 11/10/2023	Beyond Spreadsheets: Tableau	-	-
14	11/13/2023 ~ 11/17/2023	Beyond Spreadsheets: Tableau	Quiz #6	-
15	11/20/2023 ~ 11/24/2023	Beyond Spreadsheets: R	-	Thanksgiving
16	11/27/2023 ~ 12/01/2023	Beyond Spreadsheets: R	-	-
17	12/04/2023 ~ 12/06/2023	Review Session	-	Final Exam

The two “Beyond Spreadsheets” topics of Tableau and R are subject to change depending on student demand and time remaining at the end of the semester.

Tableau is a program that is industry standard when it comes to data visualization, and is increasingly popular among private sector firms to require proficiency in their new hires. Sessions on Tableau may be substituted to focus on Alteryx, another industry standard tool used in data analysis and visualization.

R is a program widely used in real-world academic research in numerous fields including Economics, Business, Accounting, Finance, Political Science, and Sociology. We may substitute sessions in R with an introduction to Python, which is another widely used tool in academic research.

**Grading Scheme:**

The final letter grade for BUSI 201 can be broken down as follows:

Attendance .....	10%
Quizzes .....	40%
Midterm Exam .....	20%
Final Exam .....	30%

There are no predetermined “cutoff” points for the determination of letter grades. The cutoffs will be assessed as the semester progresses and will be communicated via email and in-class. Please rest assured that the purpose of this ambiguity is to benefit the students.

**Course Policies:**

- Attendance
  - Attendance may be checked at the beginning of each session.
  - Everyone will be given one “no-points-deducted” absences for each calendar month.
  - Additional “no-points-deducted” absences may be granted on a case-by-case basis.
- Quizzes
  - Quizzes are implemented to allow students to self-reflect on material in a low-stakes setting, while the instructor keeps track of progress made.
  - Quizzes may be substituted to a homework assignment at the instructor’s discretion.
  - Students will be given the chance to attend individual office hours to review material, and recover extra partial credit by correcting any mistake(s).
  - The lowest quiz result will not count upon calculating the letter grades for the semester.
- Exams
  - If a student misses the an exam with a valid cause, the options would be (a) reallocation of weights, or (b) a take-home project.
  - Review sessions to recover partial credit is not allowed for the regularly scheduled exams.
  - Students will have up to 5 days from the date the scores are made available to request a regrade for exams.
- General Admin.
  - Late submissions may not be eligible for full credit, and the extent of the deduction will depend on the severity, at the instructor’s discretion.
  - Growing evidence of “digital distraction” in the classroom calls for limiting the use of technology in the classroom.
    - \* Heflin, H., Shewmaker, J., & Nguyen, J. (2017). Impact of mobile technology on student attitudes, engagement, and learning. *Computers & education*, 107, 91-99.
    - \* Downte, A. J. (2021). The influence of technology on academic distraction: A review. *Human Behavior and Emerging Technologies*, 3(3), 379-390.

**Academic Integrity:**

As academic dishonesty is a direct threat to the integrity and intellectual mission of our institution, all students are expected to abide by the Monmouth College [Code of Academic Integrity](#). A non-exhaustive list of academic misconduct include: plagiarism, cheating, improper collaboration, submitting identical work across multiple courses without prior approval, etc. All incidents of academic misconduct will be handled according to Monmouth College regulations.

**Accessibility Success:**

The Academic Support and Accessibility Services Office offers free resources to assist students with their academic success. Programs include supplemental instruction classes, drop-in and appointment tutoring, and individual academic coaching. Our office is here to help all students excel academically, since every student can work toward better grades, practice stronger study skills, and manage their time better. Please email [academicsupport@monmouthcollege.edu](mailto:academicsupport@monmouthcollege.edu) for assistance.

**Accessibility Services:**

Should any student qualify for accommodations due to disabilities, they should submit their accommodation letter from the Accessibility Services Office (ASO) to the instructor so that necessary measures can be taken on their behalf. Information regarding the ASO can be found at [the Accessibility Services webpage](#), calling their office at 309-457-2257, or reaching out via email to [access@monmouthcollege.edu](mailto:access@monmouthcollege.edu). Also at any point, if you feel that you need any extra assistance, please do not hesitate to reach out to the instructor.

**Diversity and Inclusion:**

We at Monmouth College believe that to serve the mission of academic endeavors, it is essential that our members represent a rich variety of backgrounds and perspectives, and that all members of the community must feel safe and free to engage in a civil process of teaching and learning. While working together to build this community we ask all members to:

- Share their unique experiences, values, and beliefs.
- Be open to the views of others.
- Honor the uniqueness of their colleagues.
- Appreciate the opportunity that we have to learn from each other in this community.
- Value each other's opinions and communicate in a respectful manner.
- Keep confidential discussions that the community has of a personal (or professional) nature.

To better promote an inclusive environment, please reach out to the instructor if:

- You have a name and/or pronouns that differ from your official records.
- There are circumstances affecting your ability to participate.
- You feel like your performance in class is impacted by experiences outside of class.
- Something was said in class that made you feel uncomfortable or marginalized.
- You want to talk about something else.

**Wellness Services:**

The College is committed to supporting all aspects of your life on campus, including mental and physical health.

- Health Clinic
  - Located in the lower level of McMichael Residence Hall, the health clinic is open Monday-Friday 9 AM to 1 PM. For any questions or requests, students may reach out to [health-center@monmouthcollege.edu](mailto:health-center@monmouthcollege.edu), or call their office at 309-536-6055.
- Mental Healthcare
  - TimelyCare will be the provider of mental health services starting October 1st, which allows students access to mental healthcare from anywhere via an online session. Services include emergency “Talk Now,” counseling sessions, health coaching, medical services, psychiatry, prescriptions, digital self-care, and a peer community. Until October 1st, students seeking mental health support are encouraged to contact Cindy Beadles, on campus counselor, August 24th ~ September 28th, Tuesday-Thursday, 1 PM to 5PM at [cindybeadles@monmouthcollege.edu](mailto:cindybeadles@monmouthcollege.edu) or call Heather Fisher at 309-457-2115. If you would like to be connected to additional local resources, please contact Dean Michelle Merritt at [mmerritt@monmouthcollege.edu](mailto:mmerritt@monmouthcollege.edu).
- Urgent Situations
  - Always, students facing a crisis should contact Campus Safety at 309-457-3456 or law enforcement at 911. Suicide resources are The National Suicide Prevention Hotline at 1-800-273-TALK, and the local Bridgeway Crisis Hotline at 800-322-7143.

**Links to Useful Resources:**

Students may also find the following resources helpful, and are encouraged to review the services provided by Monmouth College.

- [Writing Center](#)
- [Religious & Spiritual Life](#)
- [Office for Equity, Inclusion & Community](#)
- [Wackerle Center for Career, Leadership & Fellowships](#)
- [Hewes Library](#)