

# Business Analytics

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## COURSE OVERVIEW

Course: DECS 435  
Term: Fall 2022

TA: Jennifer Lin  
Email: [jenniferlin2025@u.northwestern.edu](mailto:jenniferlin2025@u.northwestern.edu)

### *Discussion Section*

Time: Weds. (2 - 3 PM)  
Room: Kellogg Global Hub 2110

### *Office Hours*

Time: Thurs. (12:15 - 1:15 PM)  
Room: Kellogg Global Hub 4156

*Syllabus Revision: September 20, 2022*

## About Recitation Sections

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### NOTE:

*Please note that this syllabus is only for the TA Recitation Sessions. For the complete syllabus, please consult the course Canvas site.*

### MEETING TIMES AND PLACES

This section meets every Wednesday from 2 PM to 3 PM in KGH 2110. The exception is for the meeting on October 5, which will be in KGH 2130.

### PURPOSE

Each week, we will meet for an hour outside the lecture times to discuss the course materials. This is your opportunity to ask questions, review the material and clarify anything that can be confusing from the course. As such, here are some helpful tips to ensure that you are getting the most of this time:

- Come to section prepared to discuss the materials from the readings and lectures. I will briefly review the lecture material for the week during each section. However, the emphasis will be on your questions.
- Please be respectful of others when speaking, listening and responding.
- Please try to check your emails and Canvas at least once daily for any course readings and updates from Professor Spenkuch and me.

If you have any questions at any point in this course, please do not hesitate to email me. If you would like to speak to me and cannot make my office hours, I am happy to set up an appointment to meet. Please note that if you email me after 7 PM Central Time on the weekday or at any point during the weekend, I may not respond to your question until the next business day. If I can be of assistance in any way to you in this class, please do not hesitate to reach out.

### SOFTWARE

The purpose of this course is to introduce you to the fundamentals of statistics for business analytics. In this process, we will explore tools that are used in statistical computing, especially in R. Therefore, please ensure that you have the following:

- [R](#) and [R Studio](#) on your computer
- The [tidyverse](#) R package (Install *after* you installed R and R Studio)

Throughout the quarter, I will demonstrate tools and techniques in R during recitation sessions. I recognize that learning R can be akin to learning a new language. Therefore, please do not hesitate to reach out to ask questions, especially if you are stuck. I encourage you to seek assistance if you have been debugging something for 15 minutes without success.

## Important Course Information

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DUE DATES	<ul style="list-style-type: none"> <li>• <b>Assignment 1:</b> Tuesday, September 27, 2022</li> <li>• <b>Assignment 2:</b> Tuesday, October 4, 2022</li> <li>• <b>Assignment 3:</b> Tuesday, October 11, 2022</li> <li>• <b>Assignment 4:</b> Tuesday, October 18, 2022</li> <li>• <b>Midterm Exam:</b> Friday, October 21, 2022</li> <li>• <b>Assignment 5:</b> Tuesday, November 1, 2022</li> <li>• <b>Assignment 6:</b> Tuesday, November 29, 2022</li> <li>• <b>Final Exam:</b> Friday, December 2, 2022</li> </ul>
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## Wellness, Accessibility and Other Campus Resources

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OVERVIEW	I strive to make learning as accessible and as welcoming as possible. Therefore, I am very happy to work with each student to make sure that this TA section is suitable to their learning needs. Here are some notes on Wellness, Accessibility and other resources on campus.
ACCESSIBILITY	If you require accommodations for this course, please communicate with <a href="mailto:accessiblenu@northwestern.edu">AccessibleNU</a> at <a href="mailto:accessiblenu@northwestern.edu">accessiblenu@northwestern.edu</a> or 847-467-5530 and Professor Spenkuch as soon as possible. Please also confirm with me that Professor Spenkuch has passed this information to me as soon as possible as well. All information will remain confidential.
WELLNESS	It is difficult to perform well in your studies if you are not feeling well. Therefore, Northwestern University provides a variety of health and wellness services to students to support them through their studies. Students can access primary care and sports medicine services through <a href="#">Northwestern Medicine Student Health Services</a> . Students can also receive mental health services through Northwestern <a href="#">Counseling and Psychological Services</a> . Reach out to them by calling 847-491-2151 or reach out to their staff using the <a href="#">staff directory</a> .
DIVERSITY AND INCLUSION	Students will not be discriminated based on race, gender, sexual orientation, creed, disability, or any other qualities in this TA section. For more information on Northwestern University's diversity, equity and inclusion policies, please visit the Office of <a href="#">Institutional Diversity and Inclusion</a> .
COVID-19	This past year and a half has been difficult, to say the least, for everyone. However, we must remain vigilant to stamp out this virus. Should you feel sick, with COVID-19 or otherwise, please do not come to section. Please contact me as soon as possible and I will be happy to work with you. In the meantime, the university encourages students to take advantage of their <a href="#">testing</a> and other <a href="#">COVID-19</a> resources.