UTRGV logo

**Syllabus Fall Module 1 2020**

**Application Development for Business Analytics**

# Course Information: Online

**Course Modality:** Accelerated Online Programs (VIRT)

# Instructor Information:

Instructor Name: Jerald Hughes E-Mail: j.hughes@utrgv.edu  
Phone: (956) 665-3353 Office location: EMAGC 3.114 Office hours: By appointment

# COURSE MODALITY Statement

**Accelerated Online Programs**: These programs offered through the Graduate College will continue as normal and follow their own academic calendar, which can be found [here](https://www.utrgv.edu/_files/documents/my-utrgv/ap_calendar.pdf).

# Course Description, Prerequisites & MODE OF LEARNING

This course teaches students how to apply computing tools to novel analytic challenges in organizational contexts. For a series of organizational analysis case problems, students will learn how to choose appropriate data, store and format it for analysis, create customized computing solutions based on programming and scripting languages, and present the results in a variety of forms, including tabular and graphic/visualization methods. Students will apply software languages such as R and Python, in desktop, cloud and high-performance computing contexts.

COVID-19 RESOURCES**:**

Please visit the [UTRGV COVID-19 Website](https://www.utrgv.edu/coronavirus/index.htm) via the following link for the most up-to-date information and resources (<https://www.utrgv.edu/coronavirus/index.htm>). This includes information on self-screening questions, links to forms for travel and contact, etc.

Face Covering [Protocol](https://www.utrgv.edu/coronavirus/updates/2020-05-29/index.htm)**:**

As part of the university’s ongoing COVID-19 mitigation efforts to maintain a healthy environment for all members of our campus community, anyone entering a campus building must wear a face covering that covers the mouth and nose. The covering must be worn in all hallways, public spaces, research labs, teaching/computer labs, libraries, classrooms, automobiles with a passenger, stairwells, elevators and common areas, as well as office spaces. In office spaces, when social distancing of 6 feet is possible and maintained, face coverings may be removed. Face coverings also are required in outdoor settings when safe social distancing and gathering practices are not possible.

# Program Learning Goals

|  | **Program Learning Objectives** | **Covered** |
| --- | --- | --- |
| 1 | Be able to frame problems in various areas for the application of business analytics techniques | Yes |
| 2 | Be able to use contemporary information systems and analytical tools to acquire and manage data for business analytics. | Yes |
| 3 | Be able to use contemporary information systems and business analytical tools to perform analyses. | Yes |
| 4 | Be able to effectively communicate business analytics results. | Yes |

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# Course Learning Goals

| **Course Goal** | **Program Goal Alignment** | **How Assessed** |
| --- | --- | --- |
| Prepare development platforms for R and Python | 2 | Assignments, quizzes |
| Acquire data for analysis | 2 | Assignments, quizzes |
| Prepare data for analysis | 2 | Assignments, quizzes |
| Perform analyses of various types | 1,3 | Assignments, quizzes |
| Create outputs which effectively communicate the results | 4 | Assignments, quizzes |

# Textbook, TECHNOLOGY, and/or Resource Material

This course has no textbook required. Students will be directed to a series of readings and other resources, in addition to the learning materials written in the Softchalk lessons and Blackboard itself.

# Grading Policies

Quizzes 700 points 7 x 100 each

Homeworks 1400 points 14 x 100 each

Discussions 200 points 8 x 25 each

Mini-glossaries 150 points 6 x 25 each

Final exam 200 points

Your letter grade will be computed as a percentage of the total possible points ( 2650 ).  
90% and up is an A, 80 to 89% is a B, 70 to 79% is a C, below 70% is an F.

# Blackboard Support

# If you need assistance with course technology at any time, please contact the [Center for Online Learning and Teaching Technology](https://www.utrgv.edu/online/) (COLTT).

| **Campus:** | **Brownsville** | **Edinburg** |
| --- | --- | --- |
| **Location:** | Casa Bella (BCASA) 613 | Education Complex (EEDUC) 2.202 |
| **Phone:** | 956-882-6792 | 956-665-5327 |

## Toll Free: 1-866-654-4555

Office Hours: Monday - Friday, 7:30 a.m. - 6:00 p.m.  
Support Tickets Submit a Support Case via our [Ask COLTT Portal](https://utrgv.edu/coltthelp)

## 24/7 Blackboard Support

Need Blackboard assistance after hours? You can call our main office numbers, 956-882-6792 or 956-665-5327, to speak with a support representative.

AbSENCE/SICK POLICY:

While this course does not have an attendance requirement, I understand that the current conditions under which the university and our community is operating are very difficult to say the least. If your ability to progress and succeed in the course is disrupted by these conditions, please email me sooner, rather than later, so that we can work out solutions. Please do not send any medical information or documentation. The university provides resources which can help you in that regard.

**Recordings**

As with previous Accelerated module program course offerings, this course will take place fully online through Blackboard. While I will not have any live sessions to record for our purposes, the university provides this information:

*The use of recordings will enable you to have access to class lectures, group discussions, etc. in the event you have to miss a synchronous or face to face class meeting due to illness or other extenuating circumstance. Our use of such technology is governed by the Federal Educational Rights and Privacy Act (FERPA), UTRGV’s acceptable-use policy, and UTRGV HOP Policy STU 02-100 Student Conduct and Discipline. A recording of class sessions will be kept and stored by UTRGV, in accordance with FERPA and UTRGV policies. Your instructor will not share the recordings of your class activities outside of course participants, which include your fellow students, teaching assistants, or graduate assistants, and any guest faculty or community-based learning partners with whom we may engage during a class session.* ***You may not share recordings outside of this course.*** *Doing so may result in disciplinary action under UTRGV HOP Policy STU 02-100 Student Conduct and Discipline.*

ACADEMIC INTEGRITY:

Members of the UTRGV community uphold the [Vaquero Honor Code](https://nam01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.utrgv.edu%2Fstudentlife%2Fabout%2Fvaquero-honor-code%2Findex.htm&data=02|01|david.granado@utrgv.edu|2b62b139d6dd4e81de4208d83567012f|990436a687df491c91249afa91f88827|0|0|637318063815870808&sdata=u3JK2q8UqFwgzYkzXZWeIRM%2FuNsVreezdMT5ZQr8tdE%3D&reserved=0)’s  shared values of honesty, integrity and mutual respect in our interactions and relationships. In this regard, academic integrity is fundamental in our actions, as any act of dishonesty conflicts as much with academic achievement as with the values of honesty and integrity.  Violations of academic integrity include, but are not limited to: cheating, plagiarism (including self-plagiarism), and collusion; submission for credit of any work or materials that are attributable in whole or in part to another person; taking an examination for another person; any act designed to give unfair advantage to a student; or the attempt to commit such acts (Board of Regents Rules and Regulations, STU 02-100, and UTRGV Academic Integrity Guidelines).  In the context of Blackboard, this applies to all work done during the semester, including homeworks, quizzes, exams, and discussion forum posts. All work should be your own. If you use a source, you must use quotes and provide a citation. **All violations of Academic Integrity will be reported to Student Rights and Responsibilities through** [**Vaqueros Report It**](https://nam01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.utrgv.edu%2Fen-us%2Fstudent-experience%2Freport-it%2F&data=02|01|david.granado@utrgv.edu|2b62b139d6dd4e81de4208d83567012f|990436a687df491c91249afa91f88827|0|0|637318063815880802&sdata=AxekhYtwdB%2Baey6EThon1hqp19tXWY7HmAdrWDFIELA%3D&reserved=0)**.**

# UTRGV Policy Statements

STUDENTS WITH DISABILITIES:

Students with a documented disability (physical, psychological, learning, or other disability which affects academic performance) who would like to receive reasonable academic accommodations should contact **Student Accessibility Services (SAS)** for additional information.  In order for accommodation requests to be considered for approval, the student must apply using the *mySAS* portal located at [www.utrgv.edu/mySAS](https://nam01.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.utrgv.edu%2FmySAS&data=02|01|david.granado@utrgv.edu|47dbf090677947b5e67e08d83305c9e4|990436a687df491c91249afa91f88827|0|0|637315447247309796&sdata=k%2FZq6WdNnZPfJN1x0egJQ9q0AMN%2Fd0pCtmNuRhnMy2g%3D&reserved=0) and is responsible for providing sufficient documentation of the disability to SAS. Students are required to participate in an interactive discussion, or an intake appointment, with SAS staff. Accommodations may be requested at any time but are not retroactive, meaning they are valid once approved by SAS. Please contact SAS early in the semester/module for guidance. Students who experience a broken bone, severe injury, or undergo surgery may also be eligible for temporary accommodations.

### Pregnancy, Pregnancy-related, and Parenting Accommodations

Title IX of the Education Amendments of 1972 prohibits sex discrimination, which includes discrimination based on pregnancy, marital status, or parental status. Students seeking accommodations related to pregnancy, pregnancy-related condition, or parenting (reasonably immediate postpartum period) are encouraged to apply to **Student Accessibility Services** using the following link: [Pregnancy Accommodations Request Form](https://cm.maxient.com/reportingform.php?UnivofTexasRGV&layout_id=22) [https://www.utrgv.edu/pregnancy](https://nam01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.utrgv.edu%2Fpregnancy&data=02|01|david.granado@utrgv.edu|47dbf090677947b5e67e08d83305c9e4|990436a687df491c91249afa91f88827|0|0|637315447247309796&sdata=W%2BBV%2Bu2W%2FFo292T1PTZEqwcRWBp0bxcCT4YD1N07Mvg%3D&reserved=0)

### Student Accessibility Services:

**Brownsville Campus**: Student Accessibility Services is located in 1.107 in the Music and Learning Center building (BMSLC) and can be contacted by phone at (956) 882-7374 or via email at [ability@utrgv.edu](mailto:ability@utrgv.edu).

**Edinburg Campus:** Student Accessibility Services is located in 108 University Center (EUCTR) and can be contacted by phone at (956) 665-7005 or via email at [ability@utrgv.edu](mailto:ability@utrgv.edu).

MANDATORY COURSE EVALUATION PERIOD**:**

Students are required to complete an ONLINE evaluation of this course, accessed through your UTRGV account ([http://my.utrgv.edu](http://my.utrgv.edu/)); you will be contacted through email with further instructions. Students who complete their evaluations will have priority access to their grades. Online evaluations will be available on or about:

Module 1 October 7-13, 2020

Module 2 December 2-8, 2020

Full Fall Semester November 13 – December 2, 2020

SEXUAL MISCONDUCT and MANDATORY REPORTING:

In accordance with UT System regulations, your instructor is a “Responsible Employee” for reporting purposes under Title IX regulations and so must report to the Office of Institutional Equity & Diversity (OIED@utrgv.edu) any instance, occurring during a student’s time in college, of sexual misconduct, which includes sexual assault, stalking, dating violence, domestic violence, and sexual harassment, about which she/he becomes aware during this course through writing, discussion, or personal disclosure. More information can be found at [www.utrgv.edu/equity](https://nam01.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.utrgv.edu%2Fequity&data=02|01|david.granado@utrgv.edu|3d4a82332e444b8e606d08d834d42073|990436a687df491c91249afa91f88827|0|0|637317432985425767&sdata=jCnOqfBL3vxfYuvYF3qtjVy4tmK9o9m%2FBghvXKfL%2FN4%3D&reserved=0), including confidential resources available on campus. The faculty and staff of UTRGV actively strive to provide a learning, working, and living environment that promotes personal integrity, civility, and mutual respect that is free from sexual misconduct, discrimination, and all forms of violence. If students, faculty, or staff would like confidential assistance, or have questions, they can contact OVAVP (Office for Victim Advocacy & Violence Prevention) at (956) 665-8287, (956) 882-8282, or [OVAVP@utrgv.edu](mailto:OVAVP@utrgv.edu).

COURSE DROPS:

According to UTRGV policy, students may drop any class without penalty earning a grade of DR (drop) until the official drop date. Following that date, students must be assigned a letter grade and can no longer drop the class. Students considering dropping the class should be aware of the “3-peat rule” and the “6-drop” rule so they can recognize how dropped classes may affect their academic success. The 6-drop rule refers to Texas law that dictates that undergraduate students may not drop more than six courses during their undergraduate career. Courses dropped at other Texas public higher education institutions will count toward the six-course drop limit. The 3-peat rule refers to additional fees charged to students who take the same class for the third time.

STUDENT SERVICES:

Students who demonstrate financial need have a variety of options when it comes to paying for college costs, such as scholarships, grants, loans and work-study. Students should visit the Student Services Center (U Central) for additional information. U Central is located in BMAIN 1.100 (Brownsville) or ESSBL 1.145 (Edinburg) or can be reached by email ([ucentral@utrgv.edu](mailto:ucentral@utrgv.edu)) or telephone: (888) 882-4026. In addition to financial aid, U Central can assist students with registration and admissions.

Students seeking academic help in their studies can use university resources in addition to an instructor’s office hours. University Resources include the Advising Center, Career Center, Counseling Center, Learning Center, and Writing Center. The centers provide services such as tutoring, writing help, counseling services, critical thinking, study skills, degree planning, and student employment. In addition, services such as the Food Pantry are also provided. Locations are listed below.

| **Center Name** | **Brownsville Campus** | **Edinburg Campus** |
| --- | --- | --- |
| **Advising Center**  [AcademicAdvising@utrgv.edu](mailto:AcademicAdvising@utrgv.edu) | BMAIN 1.400  (956) 665-7120 | ESWKH 101A  (956) 665-7120 |
| **Career Center**  [CareerCenter@utrgv.edu](mailto:CareerCenter@utrgv.edu) | BINAB 1.105  (956) 882-5627 | ESSBL 2.101  (956) 665-2243 |
| **Counseling Center**  [Counseling@utrgv.edu](mailto:Counseling@utrgv.edu)  [Counseling and Related Services List](https://www.utrgv.edu/facultysuccess/_files/documents/syllabus-statement-for-counseling-12-16-19.pdf) | BSTUN 2.10  (956) 882-3897 | EUCTR 109  (956) 665-2574 |
| **Food Pantry**  [FoodPantry@utrgv.edu](mailto:FoodPantry@utrgv.edu) | BCAVL 101 & 102  (956) 882-7126 | EUCTR 114 (956) 665-3663 |
| **Learning Center**  [LearningCenter@utrgv.edu](mailto:LearningCenter@utrgv.edu) | BMSLC 2.118  (956) 882-8208 | ELCTR 100  (956) 665-2585 |
| **Writing Center**  [WC@utrgv.edu](mailto:WC@utrgv.edu) | BUBLB 3.206  (956) 882-7065 | ESTAC 3.119  (956) 665-2538 |

# Calendar of Activities:

| **Module** | **Topic** | **Assignments** |
| --- | --- | --- |
| Week 1 | R and Python platforms | proof of functionality (2)  Self-introduction  Discussion of problem/solution |
| Week 2 | Collecting and preparing data | load and prep data (2)  mini-glossary  discussion of problem/solution |
| Week 3 | Statistics | analyses (2)  mini-glossary  discussion of problem/solution |
| Week 4 | Networks and texts | analyses (2)  mini-glossary  discussion of problem/solution |
| Week 5 | Machine learning | analyses (2)  mini-glossary  discussion of problem/solution |
| Week 6 | Visualizations | analyses (2)  mini-glossary  discussion of problem/solution |
| Week 7 | Solving common problems | analyses (2)  mini-glossary  discussion of problem/solution  Final Exam |

The UTRGV academic calendar can be found at <https://my.utrgv.edu/home> at the bottom of the screen, *prior to login*. Some important dates for Fall 2020 include:

Aug. 24 First day of classes

Aug. 27 Last day to add a class or register for Fall 2020 classes

Sept. 7 Labor Day – NO classes

Nov. 11 Last day to drop a class or withdraw

Nov. 26- 27 Thanksgiving Holiday – NO classes

Dec. 3 Study Day – NO classes

Dec. 4-10 Final Exams

Dec. 14 Grades Due at 3 p.m.