

Bossier Parish Community College
Master Syllabus

Course Prefix and Number: BADM 240

Credit Hours: 3-3-0

Course Title: Business Analytics

Course Prerequisites: None

Textbook(s): Introduction to Business Analytics, 1st Edition. By Vernon Richardson, Marcia Watson. ISBN: 9781265212100.

Course Description: This course introduces Business Analytics helping students examine and analyze data while interpreting results accurately and effectively to make business decisions. Students will learn to use common workplace tools (such as Excel®, Tableau®, and Power BI®) and the SOAR analytics model (Specify the question, Obtain the data, Analyze the data, and Report the results.)

Learning Outcomes:

At the end of this course, the student will have:

- A. Demonstrated the ability to correctly prepare data for analysis
- B. Demonstrated the ability to use the most appropriate software tools to create summary statistics
- C. Demonstrated the ability to analyze data to determine the best course of action
- D. Demonstrated the ability to apply the most appropriate analytic models to the various departments in any given organization

To achieve the learning outcomes the student will:

(The letter designations at the end of each statement refer to the learning outcome(s).)

- 1. Differentiate between data and information (A);
- 2. Identify common internal and external sources of data (A);
- 3. Distinguish between populations and samples (A);
- 4. Understand which test statistic is appropriate for the data (A, D);
- 5. Summarize the different types of data analytics and the questions they attempt to answer (B, D);
- 6. Determine the factors associated with loan repayment by using the SOAR analytics model (B);
- 7. Describe and use the techniques in Excel's Data Analysis ToolPak (B);
- 8. Understand the correlation and regression analysis (C);
- 9. Distinguish between chart types (A);
- 10. Describe the basics of data visualization (A);
- 11. Explain how to communicate your analysis results in a written summary or report (C);
- 12. Distinguish between internal and external sources of marketing data (A);
- 13. Describe and provide examples of descriptive, diagnostic, and predictive analytics are used in accounting. (C, D)

14. Describe and provide examples of descriptive, diagnostic, and predictive analytics are used in operations (C, D);
15. Describe and provide examples of descriptive, diagnostic, and predictive analytics are used in finance (C, D);
16. Enumerate the sources of financial data (A, B, C, D);
17. Describe data-driven organizations and the future of business analytics (D).

Course Requirements:

- To pass the course, student must achieve a course average of 70% or above.
- Students must have access to a computer (not mobile device), Microsoft Office, and the Internet to complete the assignments. Computer, software, and the Internet are available to students on campus during scheduled computer lab times and in the Learning Commons located in the BPCC Library.

Course Grading Scale:

- A = 90 - 100
- B = 80 - 89
- C = 70 - 79
- D = 60 - 69
- F = 0 - 59

Attendance Policy:

Each student is expected to attend class regularly; excessive unexcused absences constitute grounds for suspension. Refer to the student handbook for [Attendance Policy](#).

Course Fees: This course is accompanied with an additional fee for supplemental materials.

Nondiscrimination Statement: Bossier Parish Community College does not discriminate on the basis of race, color, national origin, gender, age, religion, qualified disability, marital status, veteran's status, or sexual orientation in admission to its programs, services, or activities, in access to them, in treatment of individuals, or in any aspect of its operations. Bossier Parish Community College does not discriminate in its hiring or employment practices.

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