

MBA 880 – Business Analytics COURSE OUTLINE

Semester:	Fall 2021
Class Time:	Tuesday 19:00-21:45 (SK time, UTC -6hrs)
Class Room #:	Zoom live streaming
Instructor:	Dr. Adrian H. Pitariu
Office Location:	ED 565.6
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<u>UR Courses:</u>	https://urcourses.uregina.ca/
<u>Office Hours:</u>	I am always happy to meet with students! Please email me to make an appointment. I also am happy to respond to email questions regarding the content or the evaluations. I usually respond to student emails within 24-48 hours during the working week. However, please note that I do not (usually) respond to emails on weekends.
<u>Special Needs:</u>	If there is any student in this course who, because of a disability, may have a need for accommodations, please come and discuss this with me, as well as contacting the Coordinator of Special Needs Services at 585-4631.
<u>Pre-requisites:</u>	For this course I expect students to be familiar with descriptive statistics; normal distribution; statistical inference; confidence intervals and hypothesis tests for population means and proportions; simple linear regression; and one-way ANOVA.
<u>Textbook / Course Notes:</u>	Leading with analytics (SAS Publishing) Statistics 1: Introduction to ANOVA, Regression, and Logistic Regression (SAS Publishing) Applied Analytics using SAS Enterprise Miner (SAS Publishing) All readings will be provided to students in electronic format and will be available on URCourses.
<u>Course Description:</u>	This course is an introduction to the field of business analytics and focuses on teaching fundamental methods for data driven decision making. Students will learn to identify tools, understand valid and reliable ways to collect, analyze and visualize data. Students will also learn to identify patterns in data to inform decision making. Topics include: Descriptive statistical measures, statistical inference, regression analysis, data mining, and simulation. Different application areas will be studied in the various functional areas of business administration.
<u>Learning Objectives:</u>	In this course students will learn about: <ul style="list-style-type: none"> • The analytics lifecycle and managing the analytics process • Basic statistical analyses and their business applications • Fundamentals of predictive analytics • Data mining techniques

	<ul style="list-style-type: none"> • Model building, assessment, and implementation • Fundamentals of data visualization
<u>Academic Integrity:</u>	Students enrolled in Business courses at the University of Regina are expected to adhere rigorously to principles of intellectual integrity. Plagiarism is a form of intellectual dishonesty in which another person's work is presented as one's own. Plagiarism or cheating on examinations/assignments is a serious offence that may result in a zero grade on an assignment, a failing grade in a course, or expulsion from the University. For more information on this matter, please consult the Student Code of Conduct and Right to Appeal section of this Calendar

Grading:

Assignment / Test:	Due Date:	% of Course Grade
3 Individual Assignments	TBD	25
Midterm:	TBD	30
Final exam:	TBD	45
TOTAL:		100

Requirements/ Regulations:

- ◆ **To pass** this course, you must get a **passing grade or better** on the **Midterm AND Final Exams**.
 - ◆ Please note that you are responsible for knowing all of the material presented or discussed in the classroom.
1. All assignments must be typed.
 2. Late assignments will be penalized at the rate of 4% for each hour of lateness.
 3. If you must miss the midterm exam, the final exam, or an assignment deadline due to a serious medical problem, then you **MUST** contact the professor prior to the exam or due date to re-schedule. A doctor's certificate will be required.
 4. If applicable, the assessment of class assignments will include a competitive component of up to 50% (details about this will be provided in class).
 5. Students may miss no more than 2 classes. Students who miss more than 2 classes may not be eligible to write the final exam and may be dropped from the course.
 6. Students are referred to the University Calendar for information on appeals, withdrawal dates, plagiarism, cheating, and academic misconduct. Students are expected to abide by these regulations of the University of Regina.

CLASS SCHEDULE*

Class	Topic	Readings & Assignments	Due dates
1	Introduction and course setup		
2	Defining Business Objectives Introduction to SAS Studio and SAS Enterprise Miner.		
3	Data types, categories and sources. SAS Libraries, Data files		
4	Overview of Descriptive and Predictive Analyses Descriptive Analyses.		
5	Business Application – Market Analysis		
6	Categorical Data Analysis Business Application – Discrimination, Attrition		
	Midterm – in class exam		
7	Predictive Models Decision Trees using SAS Enterprise Miner		
8	Predictive Models Regression		
9	Predictive Models Artificial Neural Networks		
10	Predictive Models Model Assessment & Implementation		
11	Introduction to Pattern Discovery Cluster analysis		
12	Special Topics		
	FINAL EXAM – take home paper		

- This class schedule is tentative and subject to changes based on class needs and progress.