

BUSN660

STUDENT WARNING: This course syllabus is from a previous semester archive and serves only as a preparatory reference. Please use this syllabus as a reference only until the professor opens the classroom and you have access to the updated course syllabus. Please do NOT purchase any books or start any work based on this syllabus; this syllabus may NOT be the one that your individual instructor uses for a course that has not yet started. If you need to verify course textbooks, please refer to the online course description through your student portal. This syllabus is proprietary material of APUS.

Course Summary

Course : BUSN660 **Title :** Advanced Analytics I

Length of Course : 8

Prerequisites : BUSN625 **Credit Hours :** 3

Description

Course Description: This course is designed to lay the groundwork for solution generation and software analysis tools at the intermediate level. Topics to be covered are various business problem solution models, the importance of high-level analysis in the business environment within the context of these models, and a detailed analysis and introduction to the various software tools available to managers. Prerequisite: BUSN625

Course Scope:

This course will focus on examining and defining problems, requirements, stakeholders, and resources. Students will explore in detail the tools used in business to process data in various fields such as operations, finance, marketing, and management.

Objectives

After successfully completing this course, you will be able to:

1. Deconstruct different problem-solving methodologies.
2. Examine specific points in the processes where analytics may influence decision-making.
3. Differentiate how analytics is used differently in various functions of a business.
4. Assess sources of data and how data is used among business functions.
5. Analyze how the field of analytics is changing and its impact on business in the future.
6. Distinguish between the tools available and identify the appropriate one for use in business analytics.

Outline

Week 1: Introduction & Model Building

Course Objectives

Deconstruct different problems solving methodologies

Distinguish between the tools available for business analytics.

Readings

Introduction

Chapters 1

Assignments

No submissions

Only reading

Week 2: Sequential Decisions

Course Objectives

Examine specific points in the processes where analytics may influence decision making.

Readings

Chapter 3

Assignments

Exercise 1 & Exercise 2

Week 3: Data Driven Decisions

Course Objectives

Assess sources of data and how data is used among business functions.

Readings

Chapter 4

Assignments

Exercise 1 & Exercise 3

Week 4: Predictive Modeling

Course Objectives

Deconstruct different problem solving methodologies

Distinguish between the tools available for business analytics.

Readings

Chapter 6

Assignments

Exercise 1

Week 5: Simulating the future

Learning Outcomes

Deconstruct different problem solving methodologies

Distinguish between the tools available for business analytics.

Required Readings

Chapter 6

Assignments

Exercise 1 & Exercise 2

Week 6: Simultaneous Decision Making

Course Objectives

Deconstruct different problem solving methodologies

Distinguish between the tools available for business analytics.

Readings

Chapter 7

Assignments

Course Project

Week 7: Revenue Management, Scientific Pricing, & Competitive Advantage

Course Objectives

Differentiate how analytics is used differently in various functions of a business.

Analyze how the field of analytics is changing and its impact on business in the future.

Readings

Chapter 8

Chapter 9

Assignments

Ch 8- Exercise 1

Week 8: Wrapping up

Course Objectives

All

Evaluation

Forum Assignments: Discussion Board assignments will be graded on timely posts of main discussion & interactive posts that are substantive in content, and include at least one academic reference. All posts should have correct grammar, analysis, and relevance to topic of discussion. See specific participation policy posted to W1 Forum.

Homework Assignments: Students will be given homework assignments that will be submitted in a Word document with APA format written summaries and use of Excel Spreadsheets. Note that Excel work details are required and must be submitted. The grading criteria for the word document will be a minimum requested page number, APA format, grammar, mechanics, and content analysis including interpretation of Excel or software outputs. The criteria for the Excel spreadsheet is to create a spreadsheet with outputs, tables, charts, or lists to show your work details and calculations.

Exams/Quizzes: There will be some quizzes in addition to a Final Exam in the last week of class.

Grading:

Name	Grade %
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Materials

Book Title: Excel 2013 In Depth

Author: Bill Jelen

Publication Info: Que/Pearson

ISBN: 9780789748577

Book Title: Analytics for Managers with Excel

Author: Bell, P. and Zaric, G.

Publication Info: Routledge

ISBN: 9780415622684

This book has an electronic version which is accessible via the ED MAP bookstore. To become familiar with the bookstore process and procedures, including tutorials and eBook access, please visit <http://apus.campusguides.com/bookstore>.

Course Guidelines

Citation and Reference Style

Attention Please: Students will follow the APA Format as the sole citation and reference style used in written work submitted as part of coursework to the University. Assignments completed in a narrative essay or composition format must follow the citation style cited in the APA Format.

Late Assignments

Students are expected to submit classroom assignments by the posted due date and to complete the course according to the published class schedule. The due date for each assignment is listed under each Assignment. As adults, students, and working professionals, I understand you must manage competing demands on your time. We all know that “life happens” but it is important to adhere as closely to the deadlines in the class as possible.

Should you need additional time to complete an assignment, please contact me before the due date so we can discuss the situation and determine an acceptable resolution. If arrangements are not made in advance, a late penalty of 10% will be assessed for any assignment submitted 117 days past the due date. Assignments will not be accepted after the 7th day. No work will be accepted past the final day of class.

Netiquette

Online universities promote the advancement of knowledge through positive and constructive debate – both inside and outside the classroom. Forums on the Internet, however, can occasionally degenerate into needless insults and “flaming.” Such activity and the loss of good manners are not acceptable in a university setting – basic academic rules of good behavior and

proper “Netiquette” must persist. Remember that you are in a place for the rewards and excitement of learning which does not include descent to personal attacks or student attempts to stifle the Forum of others.

- **Technology Limitations:** While you should feel free to explore the full range of creative composition in your formal papers, keep e-mail layouts simple. The Sakai classroom may not fully support MIME or HTML encoded messages, which means that bold face, italics, underlining, and a variety of color coding or other visual effects will not translate in your e-mail messages.
- **Humor Note:** Despite the best of intentions, jokes and especially satire can easily get lost or taken seriously. If you feel the need for humor, you may wish to add “emoticons” to help alert your readers: ;), :), J

Disclaimer Statement

Course content may vary from the outline to meet the needs of this particular group.

Academic Services

The Online Library is available to enrolled students and faculty from inside the electronic campus. This is your starting point for access to online books, subscription periodicals, and Web resources that are designed to support your classes and generally not available through search engines on the open Web. In addition, the Online Library provides access to special learning resources, which the University has contracted to assist with your studies. Questions can be directed to librarian@apus.edu.

- **Charles Town Library and Inter Library Loan:** The University maintains a special library with a limited number of supporting volumes, collection of our professors’ publication, and services to search and borrow research books and articles from other libraries.
- **Electronic Books:** You can use the online library to uncover and download over 50,000 titles, which have been scanned and made available in electronic format.
- **Electronic Journals:** The University provides access to over 12,000 journals, which are available in electronic form and only through limited subscription services.
- **Tutor.com:** AMU and APU Civilian & Coast Guard students are eligible for 10 free hours of tutoring

provided by APUS. [Tutor.com](https://www.tutor.com) connects you with a professional tutor online 24/7 to provide help with assignments, studying, test prep, resume writing, and more. Tutor.com is tutoring the way it was meant to be. You get expert tutoring whenever you need help, and you work one-to-one with your tutor in your online classroom on your specific problem until it is done.

- **Disability Accommodations:** Students are encouraged email dsa@apus.edu to discuss potential academic accommodations and begin the review process.

Request a Library Guide for your course (<http://apus.libguides.com/index.php>)

The AMU/APU Library Guides provide access to collections of trusted sites on the Open Web and licensed resources on the Deep Web. The following are specially tailored for academic research at APUS:

- Program Portals contain topical and methodological resources to help launch general research in the degree program. To locate, search by department name, or navigate by school.
- Course LibGuides narrow the focus to relevant resources for the corresponding course. To locate, search by class code (e.g., SOC1111), or class name.

If a guide you need is not available yet, please email the APUS Library: librarian@apus.edu.

Turnitin.com

Faculty may require assignments be submitted to Turnitin.com. Turnitin.com will analyze a paper and report instances of potential plagiarism for the student to edit before submitting it for a grade. In some cases professors may require students to use Turnitin.com. This is automatically processed through the Assignments area of the course.

University Policies

[Student Handbook](#)

- [Drop/Withdrawal policy](#)
- [Extension Requests](#)
- [Academic Probation](#)
- [Appeals](#)
- [Disability Accommodations](#)

The mission of American Public University System is to provide high quality higher education with emphasis on educating the nation's military and public service communities by offering respected, relevant, accessible, affordable, and student-focused online programs that prepare students for service and leadership in a diverse, global society.

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