



Course Syllabus: Introduction to Business Analytics

Dillard College of Business Administration DB 335

MIS 4153 Section 101

Fall 2026 Semester MW 11:00 am – 12:20 pm

Contact Information

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Office hours: Monday 12:30 PM to 2:30 PM, Tuesday 3:00 PM to 5:00 PM,
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Course Description

This course covers business analytics concepts, methods, tools, and applications. In this course, students will apply business analytics models to large datasets and make business decisions based on the analysis results.

Textbook & Instructional Materials

1. Required textbook: Business Analytics: Communicating with Numbers. 2nd Ed. Jaggia (2023) ISBN10: 1264302800 | ISBN13: 9781264302802.
2. Required software: JupyterLab with Python 3; Tableau; Microsoft Office.
3. You must have access to a computer with a webcam that allows you to install needed software, access the course materials, and complete assigned tasks.

Course Prerequisite(s)

MIS 3003 and BUAD 3033, or consent of the instructor.

Other Requirements

The university-assigned (my.msutexas.edu) email address is required to receive all official communication from Midwestern State University. The university-assigned student email account is Midwestern State University's official means of email communication with all students. Students are responsible for all official information sent to their university-assigned email account. Students are expected to check their email regularly and are responsible for all information sent to them via their university-assigned email address. ****Please make sure you check your my.msutexas.edu email for email communication***

regarding this course. When you email me, you must use your my.msutexas.edu email.

General Learning Goals

- Problem-solving and decision-making abilities through critical analysis, evaluation, and interpretation of business information. Students will analyze business cases and make business decisions based on the analysis results.
- Competency in writing for common business scenarios. Written assignments are expected to communicate analysis results clearly, accurately, and professionally, with appropriate grammar, punctuation, and organization.
- Technology Utilization. Class lectures, demonstrations, and activities involve expanded coverage of information technology, such as decision analysis with Tableau and Python. Students will also demonstrate their ability to use common business computer applications, including Microsoft Word and Microsoft Excel.
- Core business knowledge - information systems. Business analytics topics are covered throughout the textbook, including methods and tools that support data-driven decision-making and improve organizational performance.

These general learning goals are among those established by the Dillard College of Business Administration. General learning goals represent the skills that graduates will carry with them into their careers. While assessing student performance in obtaining these general learning goals, Dillard College is assessing its programs. The assessments help us improve our curriculum and its delivery.

Course-Specific Learning Goals

After completing this course, students should be able to:

- Understand different types of business analytics
- Create graphs, charts, and other visualizations that demonstrate analysis of data
- Use various data mining methods to facilitate business decisions
- Construct reports that include graphical representations of data and analysis results

Student Handbook

Refer to: [Student Handbook](#)

Academic Misconduct Policy & Procedures

Academic Dishonesty: Cheating, collusion, and plagiarism (the act of using source material of other persons, either published or unpublished, without following the accepted techniques of crediting, or the submission for credit of work not the individual's to whom credit is given). Additional guidelines on procedures in these matters may be found in the Office of Student Conduct.

[Office of Student Conduct](#)

Academic dishonesty (cheating, lying, collusion, and plagiarism) will not be tolerated. The term "cheating" generally means representing someone else's work as your own and includes, but is not limited to:

1. Acting with intent to promote or assist cheating, including soliciting, encouraging, directing, or aiding attempts of fellow students to cheat on an exam or an assignment.
2. Soliciting information about exam questions from students who have taken a test.
3. Intentionally or negligently aiding someone taking an exam or quiz.
4. Looking or glancing at another student's exam while the exam is being taken.
5. Soliciting answers to an exam or an assignment from a fellow student.
6. Using any device to record a test, including eyeglasses, cellphones, watches, and calculators, etc.
7. Acquiring an exam or other academic testing material without the express permission of the professor who authored the exam.
8. Copying, disseminating, spreading, circulating, sharing, or publicizing any questions on an exam given for credit.
9. Violation of exam rules and procedures.

Academic integrity violations are grounds for being dropped from this class with an F and referral to the Dean of Students for disciplinary action, which may result in expulsion from the University.

Moffett Library

Moffett Library provides resources and services to support student's studies and assignments, including books, peer-reviewed journals, databases, and multimedia materials accessible both on campus and remotely. The library offers media equipment checkout, reservable study rooms, and research assistance from librarians to help students effectively find, evaluate, and use information. Get started on this [Moffett Library webpage](#) to explore these resources and learn how to best utilize the library.

Grading

Table 1: Points allocated to each assignment

Elements	Points
Exam 1	100
Exam 2	100
Final Exam	100
Activities	40
Homework assignments	60
Total Points	400

Table 2: Total points for final grade.

Grade	Points
A	360 or greater
B	320 to 359
C	280 to 319
D	240 to 279
F	Less than 240

Grades will be based on the recorded points only. Personal reasons (e.g., technical problem at a student's end, need a specific grade to graduate, to keep financial aid, to keep a straight A record, etc.) are not considered in the grade calculation.

Homework

Up to 60 points will be assigned to homework (six homework assignments; 10 points each). All homework assignments are individual homework (not team/group work) unless explicitly announced otherwise by the instructor. Any points not assigned during the semester will be removed from the total possible for the course when calculating grade percentages. When there are more than six (6) homework assignments, we will drop the lowest score(s).

Activities

Up to 40 points will be assigned to activities (eight activities; five points each). Any points not assigned during the semester will be removed from the total possible for the course when calculating grade percentages. When there are more than eight (8) activities, we will drop the lowest score(s). ***For in-class activities, only work completed in the classroom while you are physically present will receive credit.** Submitting an activity through D2L during class time without attending class in person does not count as completing an in-class activity and will not receive credit.

Exams

Exams (3): The exams will cover assigned readings and practices, in-class lectures, and other assigned work. All three exams are closed-book, closed-notes exams. During an exam, students may not access textbooks, notes, websites, search engines, generative AI tools, electronic communication, or other outside resources. Cell phones, smartwatches, smartglasses, tablets, additional

computers, and other unauthorized electronic devices may not be used during the exam. Receiving assistance from another person or using any unauthorized resource during an exam constitutes a violation of the exam rules.

Attendance Policy

Regular attendance is expected, and the roll will be taken. Upon a student's fifth unauthorized absence, that student can be dropped for nonattendance and receive a grade of WF for the course. Participation in class is mandatory. Students must read the assigned material and complete assignments prior to coming to class, and be prepared to discuss and ask questions relating to the assigned materials. See the MSU Student Handbook for the University Class Attendance Policy. ***For students enrolled in the in-person section, only attendance in the classroom will count toward attendance; joining the class via Zoom will not be counted as attendance.** Students who come to class substantially late or leave early may be marked absent.

Classroom Behavior

- Arrive on time and take care of personal matters before class. Please remain in the classroom for the duration of the class unless an emergency requires you to leave.
- Computers may be used only when directed by the instructor. During class, do not use computers or other devices for activities unrelated to the course, including social media, email, messaging, or general web browsing.
- Cell phones and other electronic devices should be silenced and put away during class. If an emergency requires you to keep your phone accessible, please let me know in advance when possible.
- Conduct yourself professionally and respectfully toward the instructor and your classmates. Avoid talking or engaging in other activities while the instructor or others are speaking.
- Repeated disruptive behavior or failure to follow these expectations may result in being asked to leave the classroom.

Missed Exams, Homework, and Activities Policy

Only students with conflicts involving authorized University activities or having verified medical circumstances may ask in advance to make up missed examinations, homework, discussions, and/or activities. Written verification is mandatory in either case. Arrangements must be made in advance if at all possible. At the instructor's discretion, a grade deduction may be assessed.

Late Work

There is NO PROVISION for late work on any grading items. Plan and schedule to complete work early. Having your work completed on schedule is a key to early success in your business career.

Class Policy Regarding the Use of Generative AI Tools (e.g., ChatGPT)

During our class, we may use Generative AI tools such as ChatGPT in some activities/assignments. You will be informed which activities/assignments these

tools are permitted to be used for. Any use outside of this permission constitutes an academic integrity violation.

Syllabus Change Policy

This syllabus is a guide for the course and is subject to change. Syllabus changes will be communicated in class and may or may not result in changes to the document. If absent, it is the student's sole responsibility to find out from other students or the instructor whether anything affecting the course requirements or schedule was announced during the missed classes.

Bad Weather Procedures

If the university announces class cancellation or delay and our class is affected, please check our D2L page under the News section for detailed information and/or changes to our schedule.

Important Dates

- Last day for term schedule changes: 8/27/2026.
- Deadline to file for graduation: 9/21/2026 for December graduation
- Last Day to drop with a grade of "W:" 11/23/2026
- Refer to: [Drops, Withdrawals & Void](#)

Desire-to-Learn (D2L)

Extensive use of the MSU D2L platform is a part of this course. Each student is expected to be familiar with this platform as it provides a primary source of communication regarding assignments, examination materials, and general course information. You can log into [D2L](#) through the MSU Homepage. If you experience difficulties, please contact the [university distance education](#).

Recording Classes

****Recording classes is generally prohibited without the professor's explicit permission.*** Such recordings, when permitted, are for personal use only and may not be uploaded to the internet or otherwise shared, transmitted, or published without the professor's prior consent. Some faculty may not permit recordings of their classes. When it is feasible and appropriate, students may record classes to accommodate disabilities under the Americans With Disabilities Act, with prior approval of Disability Support Services. Such recordings may not be uploaded to the internet or otherwise shared, transmitted, or published.

Change of Schedule

A student dropping a course (but not withdrawing from the University) within the first 12 class days of a regular semester or the first four class days of a summer semester is eligible for a 100% refund of applicable tuition and fees. Dates are published in the Schedule of Classes each semester.

Refund and Repayment Policy

A student who withdraws or is administratively withdrawn from Midwestern State University (MSU) may be eligible to receive a refund for all or a portion of the tuition, fees and room/board charges that were paid to MSU for the semester. HOWEVER, if the student received financial aid (federal/state/institutional grants, loans and/or scholarships), all or a portion of the refund may be returned to the financial aid programs. As described below, two formulas (federal and state) exists in determining the amount of the refund. (Examples of each refund calculation will be made available upon request).

Services for Students with Disabilities

In accordance with Section 504 of the Federal Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990, Midwestern State University endeavors to make reasonable accommodations to ensure equal opportunity for qualified persons with disabilities to participate in all educational, social, and recreational programs and activities. After notification of acceptance, students requiring accommodations should make application for such assistance through Disability Support Services, located in the Student Wellness Center, (940) 397-4140. Current documentation of a disability will be required in order to provide appropriate services, and each request will be individually reviewed. For more details, please go to [Disability Support Services](#).

Emergency Aid Resources for Basic Needs

Unexpected life circumstances can affect anyone. If you are experiencing challenges meeting basic needs—such as housing, utilities, food, transportation, healthcare, technology, textbooks or other life necessities, resources may be available to help. Visit the [Student Emergency Support and Resources webpage](#) to learn more, and explore emergency support opportunities through MSU and how to access them. For additional information, please contact the Office of Student Affairs: Clark Student Center #108, (940) 397-7500, student.affairs@mstuexas.edu.

Additional Policies

Alcohol and Drug Policy

To comply with the Drug Free Schools and Communities Act of 1989 and subsequent amendments, students and employees of Midwestern State are informed that strictly enforced policies are in place which prohibits the unlawful possession, use or distribution of any illicit drugs, including alcohol, on university property or as part of any university-sponsored activity. Students and employees are also subject to all applicable legal sanctions under local, state and federal law for any offenses involving illicit drugs on University property or at University-sponsored activities.

Campus Carry

Effective August 1, 2016, the Campus Carry law (Senate Bill 11) allows those licensed individuals to carry a concealed handgun in buildings on public university campuses, except in locations the University establishes has prohibited. The new Constitutional Carry law does not change this process. Concealed carry still requires a License to Carry permit, and openly carrying handguns is not allowed on college campuses. For more information, visit [Campus Carry](#).

Active Shooter

The safety and security of our campus is the responsibility of everyone in our community. Each of us has an obligation to be prepared to appropriately respond to threats to our campus, such as an active aggressor. Please review the information provided by MSU Police Department regarding the options and strategies we can all use to stay safe during difficult situations. For more information, visit [MSUReady – Active Shooter](#). Students are encouraged to watch the video entitled “Run. Hide. Fight.” which may be electronically accessed via the University police department’s webpage: ["Run. Hide. Fight."](#)

Grade Appeal Process

Update as needed. Students who wish to appeal a grade should consult the Midwestern State University [MSU Catalog](#)

***Notice:** Changes in the course syllabus, procedure, assignments, and schedule may be made at the discretion of the instructor.

Course Schedule:

Week	Date (MM/DD)	Day	Chapter	Topic
1	8/24	Monday	Introduction	Class Overview
1	8/26	Wednesday	1	Chapter 1: introduction to business analytics
2	8/31	Monday	1	Chapter 1: introduction to business analytics
2	9/2	Wednesday	2	Chapter 2: data management and wrangling
3	9/7	Monday	Labor Day	No class
3	9/9	Wednesday	2	Chapter 2: data management and wrangling
4	9/14	Monday	2	Chapter 2: data management and wrangling

Week	Date (MM/DD)	Day	Chapter	Topic
4	9/16	Wednesday	2	Chapter 2: data management and wrangling
5	9/21	Monday	review	Exam1 review
5	9/23	Wednesday	Exam 1	Exam 1
6	9/28	Monday	3	Chapter 3 summary measures
6	9/30	Wednesday	3	Chapter 3 summary measures
7	10/5	Monday	4	Chapter 4: Data Visualization
7	10/7	Wednesday	4	Chapter 4: Data Visualization
8	10/12	Monday	7	Chapter 7: Regression Analysis
8	10/14	Wednesday	7	Chapter 7: Regression Analysis
9	10/19	Monday	7	Chapter 7: Regression Analysis
9	10/21	Wednesday	7	Chapter 7: Regression Analysis
10	10/26	Monday	review	Exam 2 review
10	10/28	Wednesday	Exam 2	Exam 2
11	11/2	Monday	11	Chapter 11: introduction to data mining
11	11/4	Wednesday	11	Chapter 11: introduction to data mining
12	11/9	Monday	13	Chapter 13 supervised data mining: decision trees
12	11/11	Wednesday	13	Chapter 13 supervised data mining: decision trees
13	11/16	Monday	13	Chapter 13 supervised data mining: decision trees
13	11/18	Wednesday	13/14	Chapter 13/14
14	11/23	Monday	14	Chapter 14: Unsupervised Data Mining
14	11/25	Wednesday	Thanksgiving Holiday	No class
15	11/30	Monday	14	Chapter 14: Unsupervised Data Mining

Week	Date (MM/DD)	Day	Chapter	Topic
15	12/2	Wednesday	review	Final exam review
Final	12/7	Monday	Final exam	Final exam (10:30 AM to 12:30 PM)