

Xavier University

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Management Information Systems Syllabi

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2017

### INFO 365-02 Business Analytics

Todd Ruthemeyer  
*Xavier University*

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## Info 365-02

Xavier University  
Fall 2017

### Scheduled Meeting Time

Tuesdays 6:00 PM  
Hailstones Hall 4

**Instructor:** Todd A Ruthemeyer **Email:** [ruthemeyert1@xavier.edu](mailto:ruthemeyert1@xavier.edu) **Phone:** 513/327-8633

**Office / Mail Drop:** Smith 102 **Office Hours:** By appointment before or after class

**Text:** Spreadsheet Modeling and Decision Analysis by Cliff T. Ragsdale  
ISBN-13: 978-1-35-94741-2 (8<sup>th</sup> Edition)

**Williams College of Business Mission:** "We educate students of business, enabling them to improve organizations and society, consistent with the Jesuit tradition."

**Xavier University Vision Statement:** "Xavier men and women become people of learning and reflection, integrity, and achievement, in solidarity for and with others."

**Course Description:** This course extends a students' basic Excel skill base and introduces the use of Excel to manage day-to-day business functions in the areas of finance, marketing, accounting, operations management, sales, and human resources. Through this course, students will develop a practical understanding of problem solving using spreadsheets. Topics covered will include evaluating the financial impact of data, organization of data for analysis using data tables and Excel scenarios, enhancing decision making using Solver, and troubleshooting techniques that ensure error-free applications.

#### Course Objectives:

- Develop spreadsheet applications to analyze data and solve business problems
- Develop practical understanding of problem solving and data analysis to improve decision-making
- Develop analysis skills to evaluate the work others have done
- To critically examine ethical issues related to business analytics

**Course Materials:** In addition to the text, you are responsible for materials posted on Canvas (<http://canvas.xavier.edu>). Homework assignments, supplemental reading, and other information will be posted regularly.

**Prerequisites (INFO220):** It is assumed that students have a working knowledge of basic Internet, Windows, Excel, Word, and PowerPoint skills. Students are expected to have all Excel skills learned in INFO120 and Info220.

**Attendance:** Attendance will be taken. Excessive absences may negatively impact grade.

#### Student Assessment and Evaluation

1)	Class attendance, participation and discussion	5%
2)	Homework Assignments	25%
3)	Exam #1	25%
4)	Exam #2	25%
5)	Final Project	20%

**Grade Distribution:**

93-100	A	77-79.9	C+
90-92.9	A-	73-76.9	C
87-89.9	B+	70-72.9	C-
83-86.9	B	60-69.9	D
80-82.9	B-	< 60	F

**Due Dates:** Due dates and test dates are firm. Students are expected to contact the instructor **prior** to an expected absence to make arrangements. **Late assignments will receive no credit.**

**Homework / Cases:** Homework and solutions to be completed for student learning are provided for each learning objective. Students are encouraged to assist one another in the completion of homework and cases provided each student submits his or her original work for credit. Homework must be submitted via Canvas before the beginning of class on the day it is due.

**Exams:** All examinations are to be completed during the scheduled class. Class notes, the textbooks, and other materials found on Canvas are appropriate resources to use while completing the exams. Assistance from any third party, except for the instructor, is prohibited. Instances of cheating on an examination will result in a failing grade for the course and a recommendation for expulsion from the University.

**Academic Honesty:** Do your own work. Review Xavier's Academic Honesty policy for more information.

**Xavier University Policies:** Xavier University policies regarding privacy rights, incomplete work and attendance, and academic honesty will be strictly enforced. Please see the current University catalog for more on these policies.

**Office of Student Success**  
Phone: 513-745-3036

Location: 514 Conaton Learning Commons  
Email: [studentretention@xavier.edu](mailto:studentretention@xavier.edu)

The staff of the Office of Student Success is available to assist students to make the most of their Xavier experience. Personal staff consultations, success coaching, referrals to on-campus Solution Centers, and guiding students to effectively navigate their college experience are central to our work. Please visit: <http://www.xavier.edu/student-success> to learn more, or visit them at the CLC.

Qualified students with disabilities who will require disability accommodations in this class are encouraged to make their requests to me by sharing their Accommodation Letters with me at the beginning of the semester either during office hours or by appointment. Disability related information is confidential. If you have not previously contacted Disability services, I encourage you to do so by phone at 513-745-3280, in person on the Fifth Floor of the Conaton Learning Commons, room 514, or via email to Cassandra Jones at [jonesc20@xavier.edu](mailto:jonesc20@xavier.edu), to coordinate reasonable accommodations as soon as possible as accommodations are not retroactive.

## Tentative Course Calendar

This course calendar is subject to change.

<b>Class</b>	<b>Tuesday</b>	<b>Topics</b>
1	8/22	Introduction to Business Analytics (Ch 1)
2	8/29	Optimization and Linear Programming (Ch 2)
3	9/05	Modeling and solving LP Problems in a Spreadsheet (Ch 3)
4	9/12	Modeling and solving LP Problems in a Spreadsheet (Ch 3)
5	9/19	Sensitivity Analysis, Simplex Method (Ch 4)
<b>6</b>	<b>9/26</b>	<b>Exam 1 (CH 1, 2, 3)</b>
7	10/03	Sensitivity Analysis, Simplex Method (Ch 4)
8	10/10	Integer Programming (Ch 6)
9	10/17	Integer Programming (Ch 6)
10	10/24	Integer Programming (Ch 6)
11	10/31	Network Modeling (Ch 5)
12	11/07	Network Modeling (Ch 5)
13	11/14	Goal Programming (Ch 7)
<b>14</b>	<b>11/21</b>	<b>Exam 2 (CH 4, 5, 6)</b>
15	11/28	Ethics in Business Analytics
16	12/05	Project Work
17	12/12	<b>Project Presentation</b>