Course Title: BUS 2216 Business Analysis Using Spreadsheets

Description: Addresses critical business problems via quantitative routines and electronic spreadsheets. Students will learn market survey techniques and the use of spreadsheets to analyze results.

Prerequisites: BUS 1232, MTH 1214

Semester: Spring 2014

Course Start: Thursday, January 9, 2014

Class Hours: 9:25 am – 10:40 am ST Mary’s 117

Course Material: Go! Excel 2010 Comprehensive by Gaskin, Vargas, Marks 978-13-509821-9 PEARSON PRENTICE HALL 2011 (Every student must have a textbook for this class- online versions of the text are not acceptable) YOU MUST HAVE YOUR OWN USB DRIVE FOR THIS CLASS AS WE WILL BE DOING WORK IN CLASS THAT YOU MAY NEED TO FINISH AT HOME.

Instructor: Jill B. Jay, Ph.D.

Telephone: E Mail: jjay@ndnu.edu

Office Hours: By prearranged appointment.

Academic Honesty: Academic honesty is a cornerstone of our values at NDNU. If any words or ideas used in an assignment submission do not represent your original words or ideas, you must cite all relevant sources and make clear the extent to which such sources were used. Words or ideas that require citation include, but are not limited to, all hard copy or electronic publications, whether copyrighted or not, and all verbal or visual communication when the content of such communication clearly originates from an identifiable source. Consult the NDNU Student Handbook regarding consequences of misrepresenting your work.

Privacy and Confidentiality: One of the highlights of the NDNU academic experience is that students often use real-world examples from their organizations in class discussions and in their written work. However, it is imperative that students not share information that is confidential, privileged, or proprietary in nature. Students must be mindful of any contracts they have agreed to with their companies.

Learning and Other Disabilities: If you have a learning disability or other circumstance that requires accommodations in this class, you must bring it to the attention of Program for Academic Support and Services (PASS) to arrange for possible accommodations (650-508-3670).

Syllabus Updates: Refer to this syllabus for course assignments. However the course syllabus and schedule are subject to change in the event of extenuating circumstances. Your will be notified of any changes made to the syllabus. In all circumstances University policies will be strictly adhered to.

Class Attendance: Your attendance is very important to your studies at the University. This class requires your attendance, as it is hands on learning.

Workload: In addition to class attendance, every class at NDNU includes assignments estimated to take approximately six (or more) hours per week outside of class. The distribution of average weekly hours of instruction/study for this class will follow that norm, equaling a total of 9 hours a week, generally in accordance with the following:

Distribution of Average Weekly Hours of Instruction/Study = Total of 9 per week

Class Contact Hours: 3
Text Readings and assignments: 3
Project tracking and updating: 2
Studying for quizzes: 1
Total Number of Hours per Course: 135
WRITTEN ASSIGNMENTS: The School of Business and Management requires the use of the American Psychology Association (APA) publication guidelines as a standard for all papers.

LATE HOMEWORK: Assignments are to be completed and submitted by the assigned times set in Moodle. Assignments not turned in on time are considered late. Late assignments will be accepted only for one week after the due date; after which time the assignment will not be accepted. Only up to one assignment may be turned in late during the duration of the class. Late assignments scores will incur an automatic reduction of 20% of point value.

PARTICIPATION: As a diverse community of learners, students must strive to work together in a setting of civility, tolerance, and respect for each other and the instructor. Rules of classroom behavior include but are not limited to the following:

- Conflicting opinions among members of a class are to be respected and responded to in a professional manner.
- Side conversations or other distracting behaviors are not to be engaged in during lectures, class discussions or presentations.
- There are to be no offensive comments, language or gestures.
- Students are expected to exhibit an appreciation for multinational and gender diversity in the classroom and to develop management skills and judgment appropriate to such diversity in the workplace.

Moodle
This is a paperless course; all written work will be completed in On-Line. No hard copies will be accepted. This will include the weekly extensive classwork required for this course. Excel is a hands-on learning course and in class participation and timely posting of work is required.

EXTRA CREDIT: None specified, though the opportunity to introduce it will be at the discretion of the instructor.

COURSE MATERIAL - Published Textbook Information
In accordance with the federal Higher Education Opportunity Act, to the extent practicable, NDNU makes textbook information available as part its class schedule. NDNU makes every effort to ensure the accuracy of the textbook information provided. Due to issues such as textbook availability, errors, and academic reasons, NDNU may need to change textbook information that has been published. NDNU cannot take financial responsibility when a student purchases a non-refundable textbook and a change occurs to published textbook information. Students wishing to avoid this risk, should purchase textbooks from sources that allow returns for refunds, such as the NDNU Bookstore managed by Follett.

LEARNING OBJECTIVES:
1. Use Excel spreadsheets as a tool for analyzing data for monitoring business records and for creating statistical models. Program Learning outcome #1
2. Apply market survey techniques to solve business problems. Program Learning outcome #1
3. Use spreadsheets to manage databases and analyze results using charts and graphs. Program Learning Outcome #1 and 3
4. Demonstrate, orally and in writing, the ability to integrate and communicate knowledge, ideas, and concepts regarding data, data analysis and how it provides meaning to business analytics and decision-making. Program Learning Outcome #1 and 3

ASSIGNMENTS VALUE & KEY DATES:

<table>
<thead>
<tr>
<th>Assignments</th>
<th>Pt Value</th>
<th>Due dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participation: Includes student in class work submission</td>
<td>1200</td>
<td>See Schedule</td>
</tr>
<tr>
<td>Midterm: (rough draft of final project)</td>
<td>100</td>
<td>10/15</td>
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<tr>
<td>Moodle Posting (homework):</td>
<td>100</td>
<td>Weekly</td>
</tr>
<tr>
<td>Final Paper</td>
<td>100</td>
<td>12/5</td>
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POINT TOTALS 1500
### GRADE/POINT CONVERSION

<table>
<thead>
<tr>
<th>Grade</th>
<th>Minimum Score</th>
<th>Grade</th>
<th>Minimum Score</th>
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<tbody>
<tr>
<td>A+</td>
<td>100-97</td>
<td>A-</td>
<td>93-90</td>
</tr>
<tr>
<td>B+</td>
<td>96-94</td>
<td>B-</td>
<td>83-80</td>
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<tr>
<td>C+</td>
<td>76-77</td>
<td>C-</td>
<td>73-70</td>
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<tr>
<td>D+</td>
<td>69-66</td>
<td>D-</td>
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### COURSE ACTIVITIES:

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<thead>
<tr>
<th>Wk</th>
<th>2013</th>
<th>Topics</th>
<th>Assigned Readings/In class work</th>
<th>Assignments</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1/9</td>
<td>Course overview</td>
<td>• Introduction</td>
<td>In Class Assignment</td>
</tr>
<tr>
<td>2</td>
<td>1/13</td>
<td>Creating worksheets and charting data</td>
<td>• Chapter 1</td>
<td>Moodle: Submit project ideas – see notes below for the outline</td>
</tr>
<tr>
<td>3</td>
<td>1/20</td>
<td>Using functions, creating tables</td>
<td>• Chapter 2</td>
<td>Post all work in Moodle</td>
</tr>
<tr>
<td>4</td>
<td>1/27</td>
<td>Analyzing Data with Pie charts, line charts and What if's</td>
<td>• Chapter 3</td>
<td>Post all work in Moodle; 1st draft of your project</td>
</tr>
<tr>
<td>6</td>
<td>2/10</td>
<td>Use Financial and lookup functions, define names, and validate data</td>
<td>• Chapter 4</td>
<td>Post all work in Moodle; 2nd draft of your project</td>
</tr>
<tr>
<td>7</td>
<td>2/17</td>
<td>Managing large workbooks and using advanced sorting and filtering</td>
<td>• Chapter 5</td>
<td>Post all work in Moodle</td>
</tr>
<tr>
<td>8</td>
<td>2/24</td>
<td>In class presentations on progress of individual projects</td>
<td>• Midterm due Tuesday Feb 25 (in Moodle).</td>
<td>Moodle: Rough draft of final paper/project</td>
</tr>
<tr>
<td>9</td>
<td>3/10</td>
<td>Creating charts, diagrams and templates</td>
<td>• Chapter 6</td>
<td>Post all work in Moodle</td>
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<tr>
<td>10</td>
<td>3/17</td>
<td>REVIEW OF CONCEPTS</td>
<td>• Review: 4:I, J; 5:I, J; 6:I, J</td>
<td>Post all work in Moodle; 4th draft of your project</td>
</tr>
<tr>
<td>11</td>
<td>3/24</td>
<td>Pivot Charts Reports and auditing worksheets</td>
<td>• Chapter 7</td>
<td>Post all work in Moodle</td>
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<tr>
<td>12</td>
<td>3/31</td>
<td>Using the data analysis, and scenario features</td>
<td>• Chapter 8</td>
<td>Post all work in Moodle; 5th draft of your project</td>
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<tr>
<td>13</td>
<td>4/7</td>
<td>Using Macros and Visual Basic for Applications</td>
<td>• Chapter 9</td>
<td>Post all work in Moodle</td>
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Final Project:

In addition to the assignments explained above, each student is required to write an evaluative paper and prepare a corresponding Excel Workbook spreadsheet detailing a project you specifically design. You are to conduct some preliminary research and identify a current need at your work place or in your personal life. Once you determine the need, you will use this as the basis for the semester’s research. Before moving forward, however, make sure that you have your topic approved by me. Your topic must be approved by Thursday, January 6, 2014. Be sure to follow the outline below for submission of your project proposal.

The purpose of the assignment is to highlight your evaluative skills and application of the course material. The paper should be well written, concise, evaluative, and demonstrate analytical thinking. A rough draft version of this paper is due at Midterm (February 25, 2014). The Excel spreadsheets should demonstrate knowledge of the material and an ability to work with data and provide meaning to the data.

Be sure to answer each of these questions:

Overview of your project
1. What do you want to study and why
2. What do you hope to discover, learn or understand better
3. Why did you choose this for your project

Discuss - Known information
Problem to be solved: Make sure you detailed in this (you will add detail as we progress through the semester)
Explain why this project is meaningful to you

Project Plan:
How will you get your project done (daily data tracking and entering or weekly)?
Information to be researched
Research strategy
List your assumptions and why you made them
Data collection methods (Survey, observation)
Sample size or timeframe (you should plan to collect data for 12 weeks)
Explain how you will code your data in excel
Explain how you will analyze your data in excel
Be sure to include graphs and flowcharts (process charts)

Timeline:
What milestones will you work on each week in order to finish your project?
Be specific

Midterm: Rough draft of your project: Both Excel and written report.

FINAL PROJECT DUE: April 22, 2014. You will turn in both a word and excel document.