Business Intelligence and Analytics

ISM 367

Southwestern College Professional Studies

COURSE SYLLABUS

I.   Course Catalog Description

Learners will develop the skills to use Visual Basic for Applications (VBA) programming, part of Microsoft Excel. VBA provides the process to develop applications, which accept data from data mining packages and present the information the information to others in a consistent format. The course will develop skills in knowing when and how to use pivot tables, macros, automation and integration of downloaded data into reports, graphing, and the use of simulation and decision support models. Prior knowledge of Excel required. *Prerequisite: ISM 200.*

II.   Required and Supplementary Instructional Materials

Ragsdale, C. (2014). Spreadsheet modeling and decision analysis (7th ed.). Cengage.

Jelen, Bill, Excel 2013 VBA and Macros, 2013 ed.

III.   Learning Outcomes

Learning outcomes describe the knowledge, skills, values, and attitudes that learners gain as the result of a particular learning experience. Southwestern College Professional Studies has learning outcomes specific to each course and each underngraduate and graduate program of study, as well as institution-wide outcomes related to the mission and vision of the college. Outcomes can help learners and instructors focus on the big picture of the learning experience and can help inform potential employers about a graduate's knowledge and skills.

Upon successfully completing this course, the learner will be able to:

1. Appraise the feasibility of a technological solution to meet select organizational requirements for business intelligence and analytics.
2. Analyze the input, functional, security, and output requirements for a technological solution.
3. Critique design alternatives for a technological solution.
4. Construct a prototype for a potential technological solution.
5. Propose a technological solution to meet select organizational requirements for business intelligence and analytics.
6. Develop a technological solution with requisite documentation that meets the input, functional, security, and output requirements for a technological solution.
7. Create a comprehensive plan for the implementation, management, and maintenance of a business intelligence and analytics solution.

At the end of the course, learners may vary in their ability to achieve these outcomes. You are more likely to achieve these outcomes only if you attend class and/or online activities as required by the syllabus, complete the requirements for all assignments to the best of your ability, participate actively in class activities and group work as directed, and study diligently for exams.

IV.   Course Policies

Students are expected to read and abide by the course policies located in the instructor-specific syllabus in the blackboard course.

V. Course Requirements:

Requirements	Number of Assignments	Points Possible	Percent of Grade
Discussions	8	280	28%
Assignments	8	320	32%
Project (Parts 1-4)	4	200	20%
Final Project	1	200	20%
Total Points		**1000**	**100%**

VI. Course at a Glance:

Unit	Reading & Preparation Activities	Graded Work Due
1	• Ragsdale, Ch. 1, pp. 1 – 12 • Ragsdale, Ch. 2 , pp. 17 – 39 • Collaboration Session	• Unit 1.1 Discussion • Unit 1.2 Discussion • Unit 1.1 Assignment • Unit 1.2 Assignment • Project Proposition
2	• Ragsdale, Ch. 3, pp. 46 - 114 • Ragsdale, Ch. 4, pp. 139 – 170 • Collaboration Session	• Unit 2.1 Discussion • Unit 2.2 Discussion • Unit 2.1 Assignment • Unit 2.2 Assignment • Project: Part 1
3	• Ragsdale, Ch. 5, pp. 187 – 221 • Collaboration Session	• Unit 3 Discussion • Unit 3 Assignment • Project: Part 2
4	• Ragsdale, Ch. 7, pp. 245 – 290 • Collaboration Session	• Unit 4 Discussion • Unit 4 Assignment • Project: Part 3
5	• Ragsdale, Ch. 8, pp. 313 – 339 • Collaboration Session	• Unit 5 Discussion • Unit 5 Assignment • Project: Part 4
6	• Ragsdale, Ch. 9, pp. 358 – 411 • Collaboration Session	• Unit 6 Discussion • Unit 6 Assignment • Final Project

VII. Other Policies and Requirements

Follow this link to the Southwestern College Professional Studies Standard Syllabus in Blackboard. You may be required to log in.