Instructor: Dr Mark Doran  
E-mail: pmdoran@memphis.edu

Class Meeting Times:  
Meeting dates: Mar 14, 2016 - Apr 27, 2016  
Meeting times: Wednesday: 5:30pm to 8:30pm  
Location: Lambuth, Recreation Center 128  
Office Hours: By appointment

Course Overview  
The objectives of this course are to improve your ability to make decisions, solve problems, analyze data, and manage projects. To accomplish this objective, we will address several topics:

- Critical and analytical thinking  
- Decision-making using a structured process and specific techniques  
- Data storage, processing, exploration and analysis techniques that are commonly used in business organizations  
- Using Microsoft Excel and other software tools to analyze data to derive useful information  
- Project management tools, processes, and techniques

Pre-Requisites/Co-Requisites:  
This is an upper-division required course for all FCBE majors. Lower division core courses must be completed before enrollment in this course is permitted

Required Texts:  

Course Objectives:
By successfully completing this course, students will be able to:
1. Improve your ability to think critically and analytically
2. Improve your ability to make decisions using a structured process and specific techniques
3. Increase your familiarity with data storage, processing, exploration and analysis techniques that are commonly used in business organizations
4. Know how to use analytical tools, such as Microsoft Excel and other software tools, to analyze data to derive useful information
5. Improve your ability to manage projects using project management tools, processes, and techniques

This course is designed to help you to meet the overall learning objectives for the BBA degree offered by the Fogelman College. Please review the learning objectives of the BBA program at:

http://www.fcbeassessment.net/LearningOutcomes/BBADegreeLearningOutcomes.pdf

Course Methodology
1. Lectures/Class Discussions/Class Assignments
2. Exams
3. Case studies, quizzes, and assignments

Professor's Expectations:
The course will be conducted as a lecture/seminar. Students are responsible for all materials covered in class and assigned text chapters. Students are also responsible for any announcements made in class. All announcements will be posted in e-course. Specific due dates will be stated for all deliverables in e-course. **Failure to complete items before the due date will result in reduced credit. (One day late = 5%; Two days late =10%; Three Day late =20%; Four Days late = 40%; Five days late =80%). Late assignment after 5 days will not be accepted in any situation unless you have university approved excuse. All assignments should be submitted through e-course, no exceptions. At no point will the instructor accept email attachments or any other means of submitting any of the deliverables for this course.**

If an emergency should arise, it is the student's responsibility to contact the instructor prior to the deadline to discuss the matter. A deadline extension will be considered only if both of the following conditions are met: (1) Documented extreme and unforeseeable emergency and (2) Instructor contacted prior to the due date.

Student's Expectations:
Fogelman students have endorsed the **Fogelman Code of Professionalism for Students.** Please review the code to understand the expectations for students in this class and the Fogelman College of Business and Economics. The code is located at
http://www.memphis.edu/fcbe/students/code_of_professionalism.php
Grading and Evaluation Criteria

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<tr>
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<tr>
<td>Quizzes (best 8 out of 10)</td>
<td>10</td>
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<tr>
<td>Homework (best 5 out of 6)</td>
<td>20</td>
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<td>3 Group Cases Studies</td>
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<td>1 Individual Project</td>
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<td>2 Labs on Excel/Watson</td>
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<td>Exams 1</td>
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<td>Exams 2</td>
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Final Course Grades

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<td>B</td>
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<tr>
<td>Above 70% but below 80%</td>
<td>C</td>
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<tr>
<td>Above 60% but below 70%</td>
<td>D</td>
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<tr>
<td>Below 60%</td>
<td>F</td>
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Extra Credit

Extra credit of not more than 3% may be available for professional development activities organized by the University of Memphis as well as off-campus activities. Instructor will provide detailed information on some of these University of Memphis sponsored professional development activities in class. If you identify a professional development event that you want to attend and it is not sponsored by the University of Memphis, please inform instructor prior to attending if you plan to apply for extra credit.

Schedule of Activities

Please refer to the list of weekly learning activities in the schedule.

Final Exam Schedule

The final exam for this class will be scheduled according to the Registrar’s academic calendar website.

Course Policies

E-MAIL:

All students are required to maintain and access their University of Memphis (@memphis.edu) email account. You will receive all official course correspondence at this email account. It is your responsibility to check your inbox frequently and read all email messages from the course instructor.
Texting and talking on cell phones is not permitted during class time.

Laptop computers are permitted in the classroom but should only be used for class-related purposes.

All homework assignments are individual assignments, unless stated that it is a group project, and each person is expected to create their own files and do their own work. Submitting the same work or other students work is cheating and you will not get any points for plagiarized work.

You are expected to turn in your assignments on time. The due dates for assignments are provided on e-course. **Points will be deducted for late assignments (Points will be deducted using the formulae below)**

*(One day late = 5%; Two days late =10%; Three Day late =20%; Four Days late = 40%; Five days late =80%)*

If an emergency should arise, it is the student’s responsibility to contact the instructor prior to the deadline to discuss the matter. A deadline extension will be considered only if both of the following conditions are met: (1) Documented extreme and unforeseeable emergency and (2) Instructor contacted prior to the due date.

(Refer to the Student Handbook, sections Academic and Misconduct and Classroom Misconduct for information)

**Attendance:**

You are expected to attend all class meetings and stay for the entire duration of the meeting time. All absences are considered unexcused unless you are required to attend a university-sponsored event or you informed prior to the class time. If you absence is due to illness, you must provide evidence of your illness. It is your responsibility to make up any coursework that was missed because of an absence. All course material are posted to e-course, thus it is your responsibility to check e-course for any lessons and material covered in your absence. Graded assignments in this course include in-class assignments and lab (computer-based) assignments.

**Inclement Weather**

In the event of inclement weather, the University will issue statement on when the University will be closed and opened. The University of Memphis has established an Inclement Weather Hotline at 901-678-0888.

The University of Memphis also offers an emergency alert text messaging service to students, faculty and staff. This optional service is used in the event of an on-campus emergency, an unscheduled university closing, or a delay or cancellation of classes due to, for instance, inclement weather. To subscribe to the tiger text service go to https://umwa.memphis.edu/tigertext/

**Technical Problems**

If you have technical problems notify the instructor and contact technical support immediately. For technical support, use the online helpdesk ticket systems at http://helpdesk.memphis.edu OR call 901-678-8888.

**Academic Integrity:**
The University of Memphis has published rules and responsibilities regarding academic conduct. In addition, the Fogelman College of Business and Economics policy on academic integrity is located at http://www.memphis.edu/fcbe/integrity. You are expected to follow these rules and guidelines.

**Student Services**

Please access the [FCBE Student Services](http://www.memphis.edu/fcbe/integrity) page for information about:

- Students with Disabilities
- Tutoring and other Academic Assistance
- Advising Services for Fogelman Students
- Technical Assistance