

# BUSINESS DATA ANALYSIS

Monmouth College  
Fall 2024

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<b>Instructor:</b>	Brian H. Park	<b>Time:</b>	MTWF 13:00 – 13:50
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## Course Description:

The scientific process involves crafting theories, deriving predictions from said theories, and then testing the hypotheses using data. The skills critical in this process extend into real-life business problem-solving. This course is an introduction to spreadsheets, which are now ubiquitous in our everyday life. Spreadsheets can be used in various fields in real-world businesses, such as data analysis at the operations level, forecasting for marketing purposes, and reporting in accounting or finance departments.

## Office Hours:

Regular walk-in office hours will be held every Tuesday and Thursday from 9:00 AM to 11:00 AM in CSB 248. In addition to these designated hours, you can also arrange appointments by visiting <https://calendly.com/brianhwpark>. Students can select 30-minute intervals for appointments, and booking consecutive sessions is permissible. If these alternatives are not suitable, students are encouraged to contact the instructor via email.

## Textbook & Reading Material:

There is no textbook required for this course, as the instructor will be assigning material based on each lecture / week's topic.

## Course Engagement Expectations:

On average, students should expect to dedicate 8 hours of their time each week to BUSI 201, including the 4 hours of class time. The remaining 4 hours outside the classroom would be spent primarily working on homework assignments, reviewing lecture notes, and preparing for quizzes and/or the final exam.

## 4th Day Policy:

While this course is designated for four days of instruction, the 4th day will primarily serve as a tutoring session conducted by the instructor. Attendance is optional for students who received a satisfactory grade on the most recent in-class quiz. Those who did not meet the standards for a satisfactory grade must attend the 4th-day session.

**Learning Objectives:**

Upon completing this course, the students will be able to;

1. Import, clean, and analyze large datasets using spreadsheets.
2. Evaluate and synthesize conclusions by analyzing real-world data.
3. Visualize, present, and effectively communicate findings from real-world data.

**Outline of Course Schedule:**

Tentatively, the course will be organized according to the plan below:

Week	Dates	Content	Assignments	Note
1	08/21/2023 ~ 08/23/2023	Introduction	-	-
2	08/26/2023 ~ 08/30/2023	Excel Basics	-	-
3	09/02/2023 ~ 09/06/2023	Topic 1: Functions	Quiz #1	Labor Day
4	09/09/2023 ~ 09/13/2023	Topic 1: Functions	-	-
5	09/16/2023 ~ 09/20/2023	Topic 1: Functions	Quiz #2	-
6	09/23/2023 ~ 09/27/2023	Topic 2: Charts	-	-
7	09/30/2023 ~ 10/04/2023	Topic 2: Charts	Quiz #3	-
8	10/07/2023 ~ 10/11/2023	Topic 3: Conditional Formatting	-	Fall Break
9	10/14/2023 ~ 10/18/2023	Topic 4: Sorting and Filtering	Quiz #4	-
10	10/21/2023 ~ 10/25/2023	Topic 5: PivotTables	-	-
11	10/28/2023 ~ 11/01/2023	Topic 5: PivotTables	Quiz #5	-
12	11/04/2023 ~ 11/08/2023	Topic 6: Managing Data	-	-
13	11/11/2023 ~ 11/15/2023	Topic 6: Managing Data	Quiz #6	-
14	11/18/2023 ~ 11/22/2023	Topic 7: Data Analytics	-	-
15	11/25/2023 ~ 11/29/2023	Topic 7: Data Analytics	-	Thanksgiving
16	12/02/2023 ~ 12/04/2023	Review Sessions	-	Final Exam

**Grading Scheme:**

The “grand score” for the semester can be broken down as follows:

Attendance .....	10%
Quizzes .....	50%
Final Exam .....	40%

There are no predetermined “cutoff” points for the determination of letter grades. The cutoffs will be assessed as the semester progresses and communicated in-class. Please rest assured that the purpose of this ambiguity is to benefit the students.

**Course Policies:**

- General Admin.
  - The option to schedule appointments via Calendly is not exclusively reserved for recovery sessions, so feel free to book regular office via Calendly if necessary.
  - Should you need to cancel or reschedule an appointment, you must inform the instructor as soon as possible. Missing a scheduled office hour without a valid cause will result in a deduction to your attendance score.
  - For assignments or quizzes, late submissions may not be eligible for full credit, and the extent of the deduction will depend on the severity, at the instructor’s discretion.
- Attendance
  - Attendance may be checked at the beginning of each session.
  - Everyone will be given one “no-points-deducted” absences for each calendar month.
  - Additional “no-points-deducted” absences may be granted on a case-by-case basis.
- Quizzes
  - Quizzes are implemented to allow students to self-reflect on material in a low-stakes setting, while the instructor keeps track of progress made.
  - Quizzes may be substituted to a homework assignment at the instructor’s discretion.
  - Students will be given the chance to attend recovery office hours to review material, and recover extra partial credit by correcting any mistake(s).
  - The recovery rate for quizzes shall not exceed 50%.
  - The lowest quiz score will not count upon calculating the letter grades for the semester.
- Final Exam
  - The final exam will be a comprehensive in-class exam.
  - Review sessions to recover partial credit shall not be available for the final exam.
  - Students will have up to 3 days (inclusive) from the date the scores are made available to request a regrade for the final exam.

**Academic Integrity:**

As academic dishonesty is a direct threat to the integrity and intellectual mission of our institution, all students are expected to abide by the Monmouth College [Code of Academic Integrity](#). A non-exhaustive list of academic misconduct include: plagiarism, cheating, improper collaboration, submitting identical work across multiple courses without prior approval, etc. All incidents of academic misconduct will be handled according to Monmouth College regulations.

**Accessibility Success:**

The Academic Support and Accessibility Services Office offers free resources to assist students with their academic success. Programs include supplemental instruction classes, drop-in and appointment tutoring, as well as individual academic coaching. Our office is here to help all students excel academically, as every student can work toward better grades, practice stronger study skills, and manage their time effectively. Please email [academicsupport@monmouthcollege.edu](mailto:academicsupport@monmouthcollege.edu) for assistance.

**Accessibility Services:**

Should any student qualify for accommodations due to disabilities, they should submit their accommodation letter from the Accessibility Services Office (ASO) to the instructor so that necessary measures can be taken on their behalf. Information regarding the ASO can be found at [the Accessibility Services webpage](#), by calling their office at 309-457-2257, or by reaching out via email to [access@monmouthcollege.edu](mailto:access@monmouthcollege.edu). Also, at any point, if you feel that you need any extra assistance, please do not hesitate to reach out to the instructor.

**Diversity and Inclusion:**

We at Monmouth College believe that, to serve the mission of academic endeavors, it is essential for our members to represent a rich variety of backgrounds and perspectives. All members of the community must feel safe and free to engage in a civil process of teaching and learning. While working together to build this community, we ask all members to:

- Share their unique experiences, values, and beliefs.
- Be open to the views of others.
- Honor the uniqueness of their colleagues.
- Appreciate the opportunity that we have to learn from each other in this community.
- Value each other's opinions and communicate in a respectful manner.
- Keep confidential discussions that the community has of a personal (or professional) nature.

To better promote an inclusive environment, please reach out to the instructor if:

- You have a name and/or pronouns that differ from your official records.
- There are circumstances affecting your ability to participate.
- You feel like your performance in class is impacted by experiences outside of class.
- Something was said in class that made you feel uncomfortable or marginalized.
- You want to talk about something else.

**Wellness Services:**

The College is committed to supporting all aspects of your life on campus, including mental and physical health.

- Health Clinic
  - Located in the lower level of McMichael Residence Hall, the health clinic is open Monday-Friday 9 AM to 1 PM. For any questions or requests, students may reach out to [health-center@monmouthcollege.edu](mailto:health-center@monmouthcollege.edu), or call their office at 309-536-6055.
- Mental Healthcare
  - TimelyCare provides counseling for emotional and mental health through two channels:
    - \* TalkNow: TalkNow provides on-demand 24/7 support, health literacy, and crisis management by master’s-level behavioral health professionals and manages support care progression and referrals. The wait for connecting to the first available provider is less than five minutes. Access to TalkNow counseling is *unlimited*.
    - \* Scheduled Councelling: Enables students to access up to 12 scheduled counseling appointments through the academic year with licensed counselors. Students can select their counselor and the appointment day and time that best fits their schedule.
- Urgent Situations
  - Always, students facing a crisis should contact Campus Safety at 309-457-3456 or law enforcement at 911. Suicide resources are The National Suicide Prevention Hotline at 1-800-273-TALK, and the local Bridgeway Crisis Hotline at 800-322-7143.

**Links to Useful Resources:**

Students may also find the following resources helpful, and are encouraged to review the services provided by Monmouth College.

- [Writing Center](#)
- [Religious & Spiritual Life](#)
- [Office for Equity, Inclusion & Community](#)
- [Wackerle Center for Career, Leadership & Fellowships](#)
- [Hewes Library](#)