

Course Outline: AP/ADMS 3511 Business Analytics

SCHOOL OF ADMINISTRATIVE STUDIES

Note for students: This short course outline is provided for planning purposes only. Course information is tentative and subject to change; the final course syllabus will be available by the first day of classes.

Course Code

AP/ADMS 3511 - Business Analytics (held on Thursdays from 4:00 pm to 7:00pm)

Course Description

Introduction to business analytics and the use of information technology applications to improve organizational decision-making. Students will learn how to analyze data, generate business insights, and communicate findings through hands-on practice with analytical tools and techniques. Topics include descriptive, predictive, and prescriptive analytics, data visualization, spreadsheet modeling, forecasting, and data mining. Prerequisites: AP/ADMS 2511 3.00 and AP/ADMS 2320 3.00.

Course Delivery

Delivery Mode: In-person lecture and hands-on activities.

The course combines lectures, hands-on analytics exercises, software demonstrations, assignments, and class discussions. Weekly materials are posted in eClass, including slides, datasets, assignment instructions, and software guidance. Students are expected to actively participate in in-class analytics activities and complete assignments using business analytics software applications.

Course Materials

Required Textbook:

Camm, J.D., Cochran, J.J., Fry, M.J., and Ohlmann, J.W. (2024). Business Analytics, 5th Edition, Cengage Learning.

Software Applications Used in the Course:

- Microsoft Excel
- Power BI
- KNIME Analytics Platform

Weekly materials may include textbook chapters, datasets, software tutorials, business analytics case examples, dashboards, and data visualization exercises.

Tentative Grade Breakdown and Deadlines

Assessment	Weight	Mode	Tentative Deadline
Assignment 1 – Data Preparation & Visualization with Excel	10%	Individual asynchronous online submission	During week 3
Assignment 2 – Data Visualization with Power BI	10%	Individual asynchronous online submission	During week 4
Assignment 3 – Spreadsheet Modeling in Excel	10%	Individual asynchronous online submission	During week 6
Assignment 4 – Regression Analysis with KNIME	10%	Individual asynchronous online submission	During week 9
Assignment 5 – Cluster Analysis with KNIME	10%	Individual asynchronous online submission	During week 11
Assignment 6 – Classification with KNIME	10%	Individual asynchronous online submission	During week 12
Weekly participation	10%	In-person engagement in class discussions/Kahoot/Menti etc.	Weekly
Final Exam	30%	In-person open book lab exam	December 10 – 23 TBA
Total	100%		

Course Learning Attributes and Assessment Methods

Ethics	Yes	Numeracy	Yes	IT skills	Yes	Quiz	Yes
Innovation	Yes	Experiential	Yes	Oral skills	Yes	Report	Yes
Global view	Yes	Case studies	Yes	Written skills	Yes	Group work	No
Critical thinking	Yes	Guest Speaker(s)	No	Participation	Yes	Assignment	Yes
Evidence-based	Yes	Course Project	No	Presentation	No	Final Exam	Yes