

BA 101B: BUSINESS ANALYTICS
Linn-Benton Community College – Fall 2019
Three Credits / Meets TR / 6:00p-7:20p / MKH 201

Instructor: Julie Lindsey

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OFFICE HOURS (by appointment)

Tuesday: 7:30p-8:30p

Thursday: 7:30p-8:30p

EMAIL: Email is the best method of communication. Emails need to be sent need within a reasonable timeframe, i.e. business days/hours, allowing reasonable time to response. If you are to email me, you need to title the email: **CRN 26958 Analytics**.

REQUIRED TEXT, INTEGRATED ENROLLMENTS, AND MATERIAL:

1) Online textbook is located on Moodle, Linn-Benton Community College Learning Management System (LMS) under Student Resources, you will be using it every week in class.

2) For a free Office 2016 downloads, visit: Office.com/GetOffice365

3) Access Smartsims.com and select “MikesBikes Intro” for an overview of the business simulation element of the course. The MikesBikes simulation teaches the key concepts of business as student teams run their own company in a competitive environment. The cost of this required simulation is \$49. You are required to remit payment directly to Smartsims by the second-class session. An orientation of this element will also be provided during the first day of class.

4) For Extra Help/Resources access <http://www.gcflearnfree.org/> and select “Microsoft Office” for an overview of GCF’s online tutorials. Students will be complete a comprehensive Excel tutorial (at no cost) in either a) The online class directly through GCF, or b) The “self-paced” version of the same tutorials and assignments through the BA101 course Canvas site. An orientation of this element will also be provided during the first day of class. Anyone can access and view GCF tutorials at any time without prior account established or registration necessary. For a free Office 2016 downloads, visit: Office.com/GetOffice365

COURSE DESCRIPTION:

Second course in a two-course sequence. Introduces and applies technical skills around beginning and managing a small business, including spreadsheets and the use of charts and graphs. Includes reflection and discussion of the application of concepts to a real-world example. Requires teamwork and collaboration to be exercised in completing a group project. Covers application of financial, legal, and administrative procedures in running a business.

PREREQUISITE: BA 101A Business Foundations, with a minimum “C” grade

COURSE OBJECTIVES:

Students will:

1. Represent business models in spreadsheets including preparation of charts and graphs.
2. Apply key business activities and the primary concepts and terms associated with these activities
3. Manage a business interacting with the external environment (through a simulation) and describe how this interaction impacts both business and the external environment
4. Implement the financial, legal, and administrative procedures involved in starting new business ventures
5. Identify ethical issues facing businesses
6. Effectively collaborate with team members and communicate professionally

EVALUATING STUDENT LEARNING:

% of Final Grade:

Section Assignments	35%
Multi-Player MikesBikes	20% (Shareholder Value = 12%, Peer Evaluation = 8%)
MikesBikes Writing Assignment:	8%
Quizzes:	10%
In-Class Assignments	10%
Timed Assessments	12%
Single Player MikesBikes	5%

TOTAL 100%

Note: Six absences shall result in an automatic course grade of “F” for material non-participation.

GRADING:

This class is graded “A” through “F”. Letter grades will be assigned according to the following table:

A 90-100% of total possible points

B 80-89%

C 70-79%

D 60-69%

F Below 60%

Note: Punctual, regular attendance is an essential element of your success in BA 101. Attendance will be taken on a regular basis, as students will be involved in an ongoing Business Simulation Competition (MikesBikes) for most of the course. Every absence diminishes the quality of the final Business Simulation Competition (MikesBikes) and Business Simulation Writing Assignment. Each student is expected to assume responsibility for their fair share of the decision input in the Business Simulation Competition and Business Simulation Paper. In Week 10, following the presentation of Business Simulation Presentation, each student will complete an anonymous evaluation of their

group peers. Since your peer evaluations count for 5% of your final grade for the MikesBikes, regular attendance and contributions are an imperative element of your success. **Students who will not be able to successfully complete this course should withdraw prior to the end of the seventh (7th) week of the term to avoid receiving a failing grade.**

SPECIAL ACCOMMODATIONS:

You should meet with your instructor during the first week of class if:

You have a documented disability and need accommodations,

Your instructor needs to know medical information about you, or

You need special arrangements in the event of an emergency.

If you have not accessed services and think you may need them, please contact the LBCC Center for Accessibility Resources office at 541-917-4789.

LBCC COMPREHENSIVE STATEMENT OF NONDISCRIMINATION

LBCC prohibits unlawful discrimination based on race, color, religion, ethnicity, use of native language, national origin, sex, sexual orientation, marital status, disability, veteran status, age, or any other status protected under applicable federal, state, or local laws.

(For further information <http://po.linnbenton.edu/BPsandARs/>)

COURSE PROGRESSION & IMPORTANT DATES: (Due Sundays at 11:55pm)

- Week 1: Course orientation & MikesBikes introductions/Single Player Begins.
In-Class Assignment #1 & 2, Section 1: Assignment 1, and Quiz 1
- Week 2: In-Class Assignment #3, Quiz 2, Section 1: Assignments 2 & Apply Skills, and
MikesBikes Single Player due Sunday at 11:59p
- Week 3 **In-Class Timed Exam #1**, In-Class Assignment #4, Quiz 3,
Year 1: Multi-Player MikesBikes Assignment, and MikesBikes Rollover #1 due
Sunday at 11:59PM
- Week 4 In-Class Assignment #5, Quiz 4, Section 2: Assignment 1 & 2,
Applied Skills 1 & 2, Year 2: Multi-Player MikesBikes Assignment, and MikesBikes
Rollover #2 at Sunday at 11:59PM
- Week 5 **In-Class Timed Exam #2**, In-Class Assignment #6 & #7, Year 3: Multi-Player
MikesBikes Assignment, and MikesBikes Rollover #3 due on Sunday at 11:59PM
- Week 6 Section 3: Assignment 1, 2, 3, & 4, Quiz 5, Year 4: Multi-Player MikesBikes
Assignment, and MikesBikes Rollover #4 due Sunday at 11:59PM
- Week 7 **In-Class Timed Exam #3**, In-Class Assignment #8, Year 5: Multi-Player
MikesBikes Assignment and MikesBikes Rollover #5 due Sunday at 11:59PM
- Week 8 In-Class Assignment #9, Section 4: Assignment 1, 2, & 3, Quiz 6, Year 6: Multi-
Player MikesBikes Assignment, and MikesBikes Rollover #6 due Sunday at
11:59PM
- Week 9 Section 4: Apply Skills 1 & 2, **In-Class Timed Exam #4**, Year 7: Multi-Player
MikesBikes Assignment MikesBikes Rollover #7 due Sunday at 11:59PM
- Week 10 In-Class Assignment #10, Section 5 Assignment: 1, 2, & 3, MikesBikes Peer
Evaluations, Year 8: Multi-Player MikesBikes Assignment, MikesBikes Rollover #8
due Sunday at 11:59PM
- FINALS TBD
WEEK

QUIZZES (10%):

A quiz will be given on each section via Moodle. All registered students have automatic access to Moodle. A missed quiz may not be made up.

BUSINESS SIMULATION COMPETITION (2 components: 12% for Shareholder Value + 8% for peer evaluation ea. = 20% total):

The MikesBikes simulation teaches the key concepts of business as student teams run an established company in a competitive environment. Following an orientation to the MikesBikes online simulation, students will spend the first nine days of the course in the “single player” mode, where you will gain familiarity with the decisions required, and the impact of those decisions; as you compete against a computerized competitor. During this time your instructor will be monitoring your log-in activity as well as your performance. At the end of Week 2, students will be assigned to “leadership teams” of 2-3, as your company begins competing in the “Multi-player” mode vs. other student-led companies. Every effort will be made by your instructor to create balanced teams, based on each class member’s performance during the single-player period. Your success will be assessed on the basis of your firm's ending shareholder value, (at the end of Week 9) as ranked against each of the other teams. This component is worth 15% of your grade. Within each group, up to 5% will be awarded to each group member via **peer evaluations** prepared by the members of each respective leadership team. Peer evaluations will be prepared and submitted to the Instructor anonymously immediately following your eighth (final) rollover. The authorship of all peer evaluations will remain confidential. Similar to the Group Business Plan Project, perfect attendance and full participation by each student will be an important determinant of your success.

SINGLE PLAYER MIKEBIKES (5%):

The first week of classes you will do 8 rollovers minimum and leave your highest SHV available on Saturday at 11:59p, so you will be placed into MikesBikes teams. Grading is based on the number of successful rollovers.

IN-CLASS ASSIGNMENTS (10%):

The use of spreadsheets has become a ubiquitous element of work in any endeavor. Where spreadsheets were once the sole domain of accountants and engineers, employees in every area of specialization (Operations, Marketing, Management, Human Resources, IT, Production, Finance, & Accounting) are expected to have facility using Excel, manipulating data, and using Excel to communicate effectively in a business environment. The Excel tutorial integrated into this course was selected from numerous tutorials for its clarity, quality, ease of use, and accessibility. The OER aka online textbook is free of charge and teaches you how to be successful with Microsoft Excel. When you are ready to begin, access, download, rename, and save the “Starting Sheet” and “Instructions” for each Excel assignment from the course Moodle site. Upon completion, submit your assignment on Moodle for evaluation. I will let you know whether you have successfully completed the assignment, or if corrections and/or revisions are necessary. Late assignments will not be accepted

SECTION ASSIGNMENTS (35%):

Section assignments are applying your skills to real world situations in business and toward personal finances. These assignments will take the skills you learn from the book and teach you how to use Microsoft Excel to make your life more efficient.

MIKESBIKES WRITING ASSIGNMENT (10%):

When multiplayer MikesBikes begins, you will be making decisions every week based on your business acumen. Please submit 300 word, appropriately formatted, response to how you made your MikesBikes decisions, you will be graded on detail, grammar, and punctuation.

TIMED EXAMS (10%):

The timed exams are to show your mastery levels from doing the in-class assignments and section assignments. The workforce values speed and accuracy, this will prep your skill sets to make you valuable in the workforce.