

BA 101B: BUSINESS ANALYTICS

Linn-Benton Community College

Summer 2021 CRN 16390

Instructor: Ashley Hogan **Office: MKH 208** **OFFICE HOURS:** Zoom by appointment
Monday through Friday 9AM to 5PM **Email:** hogana@linnbenton.edu

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 \$55. 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 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 establishment or registration necessary. For a free Office 2016 downloads, visit: Office.com/GetOffice365

COURSE DESCRIPTION: This is the second course in a two-course sequence. It 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

Note: This course will give you an extensive understanding of Excel and its formulas. You may not feel you need everything learned in this class in the “real world.” However, it will help you with many assignments in future classes and is keeping you from having to take more credit hours to learn these skills.

EVALUATING STUDENT LEARNING:

% of Final Grade:

Section Assignments	34%
Multi-Player MikesBikes Evaluation = 8%)	20% (Shareholder Value = 12%, Peer
MikesBikes Writing Assignment	8%
Quizzes	10%
In-Class Assignments	10%
Timed Assessments	12%
Single Player MikesBikes	5%
MikesBikes Communication & Management Plan	1%
	TOTAL 100%

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: Think of me as your boss and you are working from home. Communication with me and your peers (in the MikesBike simulation) is necessary. This class is delivered asynchronous and requires excellent time management skills given the multiple assignments due each week. Be sure to turn in assignments in a timely manner. Students will be involved in an ongoing Business Simulation Competition (MikesBikes) for most of the course. Each student is expected to assume responsibility for their fair share of the decision input in the Business Simulation Competition and Business Simulation Papers. In Week 10, each student will complete an anonymous evaluation of their group peers and themselves. Your peer evaluations count for 8% of your final grade for MikesBikes, regular 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.**

EMAIL POLICY: Email & Office Hours are the best methods of communication outside of the classroom. Emails need to be sent within a reasonable time frame, i.e. business days/hours, allowing reasonable time to respond. If you email me, you need to title the email: CRN 16390 Analytics and the assignment you are working on.

Please, have the following on the email:

- 1) State the name of the assignment
- 2) Show full set of instructions
- 3) State which step on the instructions you are stuck on
- 4) Attach your spreadsheet
- 5) Give at least 24-48 business hours for a response
- 6) Please, limit emails to one email per assignment per day

LATE ASSIGNMENTS: I will accept late work (for partial credit) until the answers have been posted in Moodle. After the answers are posted, no late work will be accepted on that assignment and you will receive a 0. If you turn in late work, it is your responsibility to email me with the assignment information indicating that you have turned it in late on Moodle. I will not go back to previously graded assignments to look for late items.

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 11:59pm):

Week 1, 06/28/21: Course orientation & MikesBikes introductions/Single Player Begins.
In-Class Assignments 1 & 2 and Quiz 1 due Sunday (07/04/21) at 11:59PM

Week 2, 07/05/21: Section 1: Assignments 1 and 2, Section 1: Apply Skills 1, **Time Assessment 1**, and MikesBikes Single Player decisions and write up due Sunday (07/11/21) at 11:59PM

Week 3, 07/12/21: In-Class Assignment 3, Quiz 2, **MikesBikes Team Communication & Management Plan (PLAN DUE WEDS 07/14/21 ONLY)** and MikesBikes Rollover 1 and write up due Sunday (07/18/21) at 11:59PM

Week 4, 07/19/21: Section 2: Assignments 1 and 2, Section 2: Applied Skills 1 and 2, **Timed Assessment 2** and MikesBikes Rollover 2 and write up at Sunday (07/25/21) at 11:59PM

Week 5, 07/26/21: In-Class Assignment 4, Quiz 3, and MikesBikes Rollover 3 and write up due on Sunday (08/01/21) at 11:59PM

Week 6, 08/02/21: Section 3: Assignments 1/2/3 (was 3 assignments) and 4, **Timed Assessment 3** and MikesBikes Rollover 4 and write up due Sunday (08/08/21) at 11:59PM

Week 7, 08/09/21: In-Class Assignment 5, Quiz 4, and MikesBikes Rollover 5 and write up due Sunday (08/15/21) at 11:59PM

Week 8, 08/16/21: Section 4: Assignment 1/2 (was 2 assignments) and 3, Section 4: Apply Skills 1 and 2, **Timed Assessment 4**, and MikesBikes Rollover 6 and write up due Sunday (08/22/21) at 11:59PM

Week 9, 08/23/21: In-Class Assignment 6 and MikesBikes Rollover 7 and write up due Sunday (08/29/21) at 11:59PM

Week 10 08/30/21: Section 5 Assignment 1/2 (was 2 assignments) and MikesBikes Rollover 8 and write up due **Thursday (09/2/21)** at 11:59PM. MikesBikes Final Shareholder Value Recorded (students do not need to turn in anything) and **MikesBikes Peer Evaluations due Saturday (09/04/21) at 11:59PM**

QUIZZES (10%): A quiz will be given on each section via Moodle. All registered students have automatic access to Moodle. Check your email from Moodle and follow the instructions. Contact your instructor if you have any issues after the first day of school via email. The opening and closing times for each quiz are listed for each. A missed quiz may not be made up.

BUSINESS SIMULATION COMPETITION (2 components: 12% for Shareholder Value + 8% for peer evaluation = 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 (videos are located in Week 2 section of Moodle) to the MikesBikes online simulation, students will spend the first two weeks 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 performance. At the end of Week 2, students will be assigned to 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 10) as ranked against each of the other teams in your world. This component is worth 12% of your grade. The remaining 8% will be earned based on a combination of **self and peer evaluations** prepared during week 10 by the members of each of your team. Evaluations will be submitted to the Instructor anonymously and grades will be posted following your eighth (final) rollover. The authorship of all peer evaluations will remain confidential.

SINGLE PLAYER MIKESBIKES (5%): The first two weeks of class you will do 8 rollovers minimum and leave your highest SHV available on Sunday, July 11th at 11:59pm, so you can be placed into MikesBikes teams. The simple completion of 8 rollovers will give you 2.5%. The remaining 2.5% can be earned by completing the write up due on the same day.

IN-CLASS ASSIGNMENTS (10%): The use of spreadsheets has become a key 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.

SECTION ASSIGNMENTS (34%): 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 (8%): When multiplayer MikesBikes begins, you will be making decisions every week based on your business acumen. Please submit a 300 (minimum) word response to how you made your MikesBikes decisions. You will be graded on detail, grammar, and punctuation.

MIKESBIKES COMMUNICATION & MANAGEMENT PLAN (1%): When multiplayer MikesBikes Team Assignments are set, students have a day or two to create a google doc and share with their entire team and instructor (via LBCC email). The Google Doc needs to contain a Communication Plan: method of communication, expectations of days/times of communication and communication rules. It will also contain a Management Plan: delegation of responsibilities,

partner expectations, peer evaluation graded, work finishing expectations and what to do if the partners do not meet expectations. Students will type out their name at the bottom of the Google Doc, allowing them to agree/negotiate to the Comm/Mgmt Plan. Share the Google Doc link with partners and instructor with 'editing' permission and submit in Moodle. Google Doc is the only form of submission allowed for this assignment.

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. You have access to the instructions ahead of time, please review them and gather any information you think you will need before the start of the exam. You will be most successful if you have completed the In-Class Assignments and Section Assignments before attempting the exam.

CHEATING POLICY: LBCC does not tolerate any form of cheating, dishonesty, fraud, forgery, copyright violations or plagiarism. Students charged and found responsible for violating these policies will have serious consequences, from failing grade/grades to removal/suspension/expulsion. LBCC expects students to maintain honesty and integrity in all work, communications, and interactions. Students are expected to do their own work in class. In classes where group work is permitted/encouraged, students are urged to request clear guidance on what work may be done in groups and what work is done only by the individual. For a definition of plagiarism and Academic Integrity, please see the [Student Rights, Responsibilities and Conduct document](#).

MAC USERS: This class and book are designed for PC. Some of the formulas and functions are different between the two operating systems. If you choose to use your Mac, you will not be given extra time on assignments so please give yourself extra time. If you would like to use a PC, check in with the Library to learn how to rent a PC for the term.