



COURSE INFORMATION

Course Number/Course Title: BU 262: Business Analytics II

Semester/Year: Spring 2025

Meeting Times & Location: TR, 8-9:15 a.m., SH 121

INSTRUCTOR INFORMATION

Name: Albert Kalim

Email: albert.kalim@asbury.edu

Office Hours: By appointment

Phone Number: (859) 806-5809

COURSE DESCRIPTION

General Description: This class will address advanced statistical topics including descriptive statistics, probability, forecasting, multivariate regression, and regression diagnostics used in business. Furthermore, students will engage and utilize advanced research tools (e.g., MS Excel, IBM SPSS) in order to carry out and interpret high-level statistical analysis.

Texts: "Business Analytics" by Jaggia; **ISBN: 9781264302802**

Download notes at www.uky.edu/~akali2/spr25bu/

Resources: Excel spreadsheet access; and e-mail and Internet access; calculator

Teaching Approach:

My aim in teaching is to engender knowledge and application. Papers, class discussions, and group exercises, in addition to traditional lecture, reading, quizzes, exams and problem-solving work, are specifically utilized to grasp an intimate knowledge of the material. As I have mentioned many times in other stats courses, the best way to *learn* statistics is to *do* statistics. Learning occurs at the intersection of knowledge and application, and class functions will be designed with the intention of making this our destination.

Christian Application:

I make a conscious effort to integrate the Christian faith implicitly or explicitly when I teach. In an effort to properly frame the task of teaching business in a “Christian” context, I submit that a responsible reading of the Bible indicates that our earthly task is to worship God and to love our neighbor. With this vision in mind, we can begin to conceptualize a Christian educational approach towards the philosophy, practice, and vocation of the business discipline.

Student Responsibilities:

Professional, ethical conduct is the basis for the degree of authority & respect achieved by all business professions.

- 1) You are responsible for allocating enough time to this course to achieve the level of understanding necessary for you to succeed.
- 2) **Class Participation and Quizzes:** Class discussion is vital to the overall learning process. Therefore, you are expected to attend and get actively involved in the learning process through class discussions, in-class exercises and answering questions. To adequately prepare for class, you are required to read the assigned textbook material prior to class. To ensure adequate preparation, *there will be two in-class quizzes*. I will announce which week the quizzes will be held a week prior. Class attendance/participation is worth 15% of your overall grade and quizzes are worth 10% of your final grade. **Attendance Policy:** A 2% reduction in the attendance/participation grade will be made for every unexcused absence in excess of two (2). After the attendance points have been exhausted, they will lose points off of their total grade (should they continue to be absent). The student is responsible for all missed materials, including exam reviews. All unexcused, missed quizzes/homework/exams cannot be made up unless approved by the professor. [Click here](#) for the official class attendance information. If you miss or are going to miss a class, you are required to notify the professor. In order to receive an excused absence, you must provide an explanation for your absence that is accepted by the professor or an approved excuse from the Registrar’s Office.
- 3) **Exams:** There will be two in-person exams. One is a regular exam and one is the final exam. Exams will cover material from the chapters and lectures. The first exam is worth 25% of your overall grade and the final exam is worth 50% of your overall grade.

Grades:

Activity/Assignment	Points/Weighting
Midterm Exam	25%
Final Exam	50%
Quizzes	10%
Class Attendance/Participation	15%
Total	100%

Grading Scale:

94 – 100	A		77 – 79	C+
90 – 93	A-		74 – 76	C
87 – 89	B+		70 – 73	C-
84 – 86	B		60 – 69	D
80 – 83	B-		00 – 59	F

COURSE OBJECTIVES

Communication: My primary mode of communication is through text/call/email. I also expect you to check your Asbury email regularly.

Professor's Note:

The professor reserves the right to modify the course outline or syllabus. The professor will notify students in advance of any changes. Further, I retain the right to influence a student's grade up or down 5% at the end of the course, based upon my subjective evaluation of their engagement, effort, attitude, and overall approach to the course.

Resources:

Asbury University has a robust referral system, REACH 360, which was created to connect students with the campus resources that will be most beneficial to them. Students may be referred by faculty for any student success issue (academic or personal). Students will be contacted by a care coordinator (Resident Director, Coach, University Pastor, etc.) or resource personnel (Center for Academic Excellence, Financial Aid, etc.) for follow-up. Students may also submit a self-referral through the student portal or at reach360.asbury.edu.

Plagiarism (Please see pages 22-23 in the Asbury Bulletin):

Asbury students need to be honest in their endeavors and be good examples to their peers. Students are expected to live a life of integrity that includes intentional and specific attention to academic honesty. For purposes of clarification, students will find in the Student/Program Handbook a list of acceptable and not acceptable actions during the creation and implementation of a project, lab, paper, or presentation. Students need to check with individual professors for specifics or variations from the list and for specifics related to take-home and in-class essay exams and other projects.

Academic integrity policies and consequences:

- 1) Definition of plagiarism: The use of another's ideas, words, thoughts, or organization without appropriate credit and documentation.
- 2) Consequences for plagiarism: If you are found to have plagiarized at Asbury University, you will be subject to one or more of the following consequences: lowered

grade, F or 0% on paper or project, meeting with Academic Dean; F in course; meeting with Academic Integrity Committee, suspension or expulsion from AU

3) The point: Whether intentionally or unintentionally, if you do not clarify from where or from whom you take information that you use for a project, paper, presentation, or exam, you are being dishonest--taking credit for what someone else worked hard to discover and record.

If a student has been found guilty of plagiarism or any other form of academic dishonesty (See Asbury Bulletin), then the instructor has the right to fail the student for that particular assignment, or in more egregious cases, fail the student for the course.

Course Outline:

Weeks	Topics	Statistics Reading
1-2	Regression Analysis	Chapters 7-9
3-4	Forecasting Techniques	Chapter 10
5-6	Data Mining	Chapters 11-14
7	MIDTERM EXAM	
8-10	Spreadsheet Modeling & Analysis	Chapter 15
11-15		
	Simulation & Risk Analysis	Chapter 16
	Linear & Nonlinear Optimizations	Chapters 17 - 18
	Optimization Analytics	Additional Notes from Professor
	Decision Analytics	Additional Notes from Professor
	FINAL EXAM	

EMERGENCY ALERT POLICY

When there is an emergency or alert for our campus community, a text message and email is sent out to faculty, staff, and students. To ensure safety for all, the faculty member designates at least two students in the classroom to monitor for alerts. The professor of this course will instruct chosen students how to alert the professor when teaching. Appropriate action will be taken by the professor for the emergency alert.

STUDENT REFERRAL SYSTEM (REACH 360)

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Important Dates

Monday, January 20, 2025 - MLK Day (No Class)

Mon. – Fri., March 17-21, 2025 – Spring Break

Wednesday, April 30, 2025 – Final Exam at 8 a.m. In Class