**BA 101B: BUSINESS ANALYTICS**

**Linn-Benton Community College**

**Spring 2020 CRN 43800/43801**

**Instructor: Ashley Hogan** Office: MKH 208 **OFFICE HOURS:** Zoom by appointment Monday through Friday 9AM to 5PM

Email: [hogana@linnbenton.edu](mailto: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](https://products.office.com/en-us/student/office-in-education)

3) Access [Smartsims.com](https://www.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

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](https://products.office.com/en-us/student/office-in-education)

**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 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%

**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. 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 5% 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 are to email me, you need to title the email: CRN **43800/43801** (use whichever CRN you are part of) 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 do turn in late work, you need 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; therefore, if you do not let me know you turned something in your grade will remain the same.

**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, 4/6/2020:     Course orientation & MikesBikes introductions/Single Player Begins. In-Class Assignment 1&2, Quiz 1, and Section 1: Assignment 1 due Sunday (4/12/2020) at 11:59PM

Week 2, 4/13/2020:    In-Class Assignment 3, Quiz 2, Section1: Assignment 2, Section 1: Applied Skills and MikesBikes Single-Player Rollovers 1-8 due Sunday (4/19/2020) at 11:59PM \*\*Practice Timed assessment is not required but encouraged

Week 3, 4/20/2020:     Timed Exam 1,In-Class Assignment 4/5 (originally two assignments), Quiz 3, Team Contracts and MikesBikes Rollover 1 due Sunday (4/26/2020) at 11:59PM

Week 4, 4/27/2020:    Quiz 4, Section 2: Assignment 1&2, Section 2: Applied Skills 1&2, and MikesBikes Rollover 2 at Sunday (5/3/2020) at 11:59PM

Week 5, 5/4/2020:     Timed Exam 2, In-Class Assignment 6/7 (originally two assignments) and MikesBikes Rollover 3 due on Sunday (5/10/2020) at 11:59PM

Week 6, 5/11/2020:    Quiz 5, Section 3: Assignment 1/2/3 (originally three assignments) &4, and MikesBikes Rollover 4 due Sunday (5/27/2020) at 11:59PM

Week 7, 5/18/2020: Timed Exam 3, In-Class Assignment 8 and MikesBikes Rollover 5 due Sunday (5/24/2020) at 11:59PM

Week 8, 5/25/2020: In-Class Assignment 9, Section 4: Assignments 1/2 (originally two assignments) &3, Quiz 6 and MikesBikes Rollover 6 due Sunday (5/31/2020) at 11:59PM

Week 9, 6/1/2020: Timed Exam 4, Section 4: Applied Skills 1&2, and MikesBikes Rollover 7 due Sunday (6/7/2020) at 11:59PM

Week 10, 6/8/2020: Timed Exam 5 (Final), In-Class Assignment 10, Section 5: Assignments 1/2 (originally two assignments) &3, and Self and Peer Evaluations due Sunday (6/14/2020) 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 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 12% of your grade. Within each group, up to 8% 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 Sunday at 11:59pm, so you can be placed into MikesBikes teams. The simple completion of 8 rollovers on Saturday will give you a full 5% out of 5% on your score.

**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. I will let you know whether you have successfully completed the assignment, or if corrections and/or revisions are necessary.

**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 a 250-300 word 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.

**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 group 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**](https://www.linnbenton.edu/student-rights).

**ADDITIONAL COMMENTS:**

Think of me as your boss. This class requires excellent attendance and time management skills given the multiple assignments due each week. Please, be sure to turn in assignments in a timely manner. If you are going to miss a class, it is your responsibility to speak with classmates and myself to find out what you will miss.

**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.