College of Business Administration Mission Statement
The College of Business Administration creates a dynamic learning environment for a diverse student population with a broad range of backgrounds, perspectives, and experience, to develop the knowledge and skills needed to become productive contributors to the global business environment.

Course Syllabus
for
Business Intelligence Systems

<table>
<thead>
<tr>
<th>Course Dates</th>
<th>Course Locations</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Tuesday, January 17 at 8:00am</strong></td>
<td>• <strong>Blackboard</strong>™ Learn Release 9.X (Blackboard) learning management system at <a href="https://blackboardlearn.tarleton.edu">https://blackboardlearn.tarleton.edu</a> and</td>
</tr>
<tr>
<td><strong>to</strong></td>
<td><strong>Collaborate Ultra</strong> for real-time video conferencing at <a href="https://blackboardlearn.tarleton.edu">https://blackboardlearn.tarleton.edu</a></td>
</tr>
<tr>
<td><strong>Sunday, May 07, 2016 at 9:00pm</strong></td>
<td></td>
</tr>
<tr>
<td><em>(16 Week Session)</em></td>
<td></td>
</tr>
</tbody>
</table>

**Note:** All dates and times associated with this course are based on the date/time in Stephenville, Texas (Central Time Zone).

**Note:** This is an online section of BCIS 5392. This online course **will** require high-levels of student interaction with (a) course content, (b) other students, and (c) the instructor. This is **not** an electronic correspondence course.

Instructor
Dr. Dennis G. Jones, Professor
College of Business Administration (COBA), Room 163
Stephenville, TX 76402

<table>
<thead>
<tr>
<th>Office Voice:</th>
<th>254.968.9820</th>
<th>Home Voice</th>
<th>254.968.3224</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile Voice:</td>
<td>254.485.1804</td>
<td>Department Voice</td>
<td>254.968.9047</td>
</tr>
</tbody>
</table>

**Course-Related E-Mail:** Course Messages Tool within the course’s Blackboard site (see Course-Related Communications section of this syllabus).

**General E-Mail (Not related to this course):** djones@tarleton.edu
Physical Office Hours (COBA, Rooms 163 or 254.968.9820)

Tuesday 6:30pm to 9:00pm
Wednesday 6:30pm to 9:00pm
Other times by appointment

Note: When possible, you are encouraged to contact me in advance as duties encountered in providing service on various university committees or other activities may cause me to be absent from my office during some of my physical office hours.

Virtual Office Hours (Course Messages Tool within the course’s Blackboard site [Course-Related E-Mail], djones@tarleton.edu [not related to this course], or 254.968.9820).
Sunday 6:30pm to 9:00pm
Monday 6:30pm to 9:00pm
Other times by appointment

Note: When possible, you are encouraged to contact me in advance as duties encountered in providing service on various university committees or other activities may cause me to be unavailable during some of my virtual office hours.

Course-Related Communications
Blackboard is the learning management system used by Tarleton State University. Among other things, this system is used as an archival tool for all course-related electronic and written communications. Therefore, you are expected to send ALL course-related e-mail messages through the Course Messages Tool. It is my intent to respond to Course Messages within 24 hours. Students need to review and respond to Course Messages in a timely manner.

The following Tools within the course's Blackboard site will serve as official communication methods used in this course.

- Announcements
- Assessment Submission
- Calendar
- Collaborate Ultra
- Course Messages
- Discussion Board
- My Grades

See The Course’s Blackboard Site section of this syllabus for more information related to these Tools.

Blackboard Call Center
If you have any problems with (a) Blackboard, (b) Collaborate Ultra, and/or (c) Turnitin/PeerMark during this course, contact the Blackboard Call Center immediately:
- Email: support.citde@tarleton.edu
- Phone: 254.968.1960 or Toll Free 1.866.744.8900 - Option 3

Blackboard Call Center Hours
Monday - Thursday 8:00 am - 10:00 pm
Friday 8:00 am - 8:00 pm
Saturday and Sunday 2:00 pm - 10:00 pm
Prerequisite Skills

- Ability to (a) comprehend, (b) apply, (c) analyze, (d) synthesize, and (e) evaluate course concepts.
- Ability to clearly articulate in writing (a) comprehension, (b) application, (c) analysis, (d) synthesis, and (e) evaluation of course concepts.
- Ability to demonstrate critical research skills of (a) gathering, (b) analyzing, and (c) documenting sources related to course concepts.
- Ability and willingness to conduct self-evaluation of written assignments.
- Ability and willingness to conduct self-review and peer review of written assignments using PeerMark.
- Ability and willingness to work in a team environment.
- Experience using the Blackboard learning management system or similar systems.
- Experience using Microsoft Office (i.e., Word, Excel, & PowerPoint).
- Experience using library databases and other web-based search tools to locate electronic sources (see Important Definitions section of this syllabus for a definition of electronic sources).

Computer Hardware, Software & Plug-ins Requirements

- A high-speed, reliable Internet connected computer that is compatible with the following hardware and software.
- Software:
  - Microsoft Project 2013 (available through Microsoft Imagine [formerly Dreamspark] at [http://www.tarleton.edu/cis/studentresources.html](http://www.tarleton.edu/cis/studentresources.html))
  - Microsoft Office 2013 (available through Information Technology Services at [http://www.tarleton.edu/technology/students/Office365forStudents.html](http://www.tarleton.edu/technology/students/Office365forStudents.html))
  - Rapid Insight Analytics and Rapid Insight Veera: Rapid Insight predictive modeling and data preparation tools are provided through the Rapid Insight Education Program. Note: The instructor will post an Announcement on the course’s Blackboard site concerning how to download Analytics and Veera.
  - Tableau: Tableau’s data visualization software is provided through the Tableau for Teaching program. Note: The instructor will post an Announcement on the course’s Blackboard site concerning how to download Tableau.
- Software & Plug-ins compatible with Blackboard
  - See Configuring Your Computer for Optimal Use with Blackboard at [http://online.tarleton.edu/Dual/computersettings.htm](http://online.tarleton.edu/Dual/computersettings.htm)
- Hardware and Software compatible with Collaborate Ultra
  - Hardware: All of the following: (a) video camera (e.g., web cam), (b) microphone, and (c) headphones/speakers.
Course Requirements

• Be an active participant in a course using a problem-based learning (PBL) design. According to Savery (2006), PBL “is an instructional (and curricular) learner-centered approach that empowers learners to conduct research, integrate theory and practice, and apply knowledge and skills to develop a viable solution to a defined problem” (p. 9).

In this course, the defined problems are the components of the Research Team Portfolio and Business Analytics Portfolio.


• Use (a) Web browser, (b) Blackboard, (c) Collaborate Ultra (d) library databases, (e) Internet-based search tools, (f) Microsoft Office 2013, (g) Microsoft Project 2013, (h) Rapid Insight Analytics, (i) Rapid Insight Veera, and (j) Tableau.

• Review the following Tools within the course's Blackboard site on a daily basis.
  o Announcements
  o Calendar
  o Course Messages

• Complete (a) components of the Business Analytics Portfolio, (b) components of the Research Project Portfolio, (c) components of the Research Team Portfolio, and (d) components of the Final Exam.

• Communicate effectively through writing to an appropriate audience using the guidelines outlined in the Publication Manual of the American Psychological Association (6th ed.).

• Actively participate in self-evaluation of all written assignments.

• Actively participate in self-review and peer review of selected written assignments using PeerMark.

• Help organize and manage a Research Team.

• Demonstrate teamwork skills through active participation in a Research Team.

• Effectively function in a workgroup/team environment.

• Actively participate in four scheduled real-time video conferencing meetings with your Research Team and the instructor using Collaborate Ultra.

Course Schedule

The Course Schedule (e.g., due dates for evaluative activities) is located in the Class Information folder on the course’s Blackboard site. However, the instructor will use the Announcements Tool to post any necessary adjustments to this course schedule.

Important Definitions:

During review of various topics, numerous definitions will be introduced throughout the course. However, the following four definitions will be used on a regular basis beginning on the first day of class:

• Business Intelligence (BI): The term BI refers to “a conceptual framework for decision support. It combines architecture, databases (or data warehouses), analytical tools, and applications” (Sharda, Delen, & Turban, 2015, p. 635).
• **Electronic Source:** A document that can be retrieved from an Internet based location without special login credentials (e.g., [http://catalog.tarleton.edu/pdf/2015-16.pdf](http://catalog.tarleton.edu/pdf/2015-16.pdf)) and is documented using electronic retrieval data.

An electronic source is **not**:
- an entire web site (e.g., [http://www.tarleton.edu](http://www.tarleton.edu)),
- a list of electronic sources or hyperlinks (e.g., [http://www.tarleton.edu/library](http://www.tarleton.edu/library)),
- the results of an Internet search (e.g., [https://www.google.com/search?q=...](https://www.google.com/search?q=...)),
- the results of a library database search (e.g., [http://eds.a.ebscohost.com/eds/resultsadvanced?sid=...](http://eds.a.ebscohost.com/eds/resultsadvanced?sid=...)), or
- a document that requires login credentials. The following are examples of the types of URLs that are not electronic sources because they require login credentials:
  - [https://zeus.tarleton.edu/login?url=...](https://zeus.tarleton.edu/login?url=...)

• **Electronic Retrieval Data:** Documentation of the original Internet based location of electronic sources using either a “doi:10.####” or “Retrieved from …” format.

- For electronic sources from **periodicals**, document the electronic retrieval data using the guidelines outlined in:
- For other electronic sources (e.g., blogs), document the electronic retrieval data using the guidelines outlined in:

**Notes:**
- Library database search results provide internal links within the database (i.e., not links to the original Internet based locations). These links (e.g., [https://zeus.tarleton.edu/login?url=...](https://zeus.tarleton.edu/login?url=...)) can change from time to time. Therefore, you need to document electronic retrieval data for electronic sources that will not change over time. You **must** locate and document the original Internet based location of the electronic source.
- Also, see *Why can I not use the URL from the library database as the electronic retrieval data* (located in the Class Information folder on the course’s Blackboard site).

• **Credible:** The student has determined and documented that the electronic source is credible through evaluation of the source using *The PAARC Test for Sources* (Note: This document is located in the Class Information folder within the course’s Blackboard site).

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**Course Description from University Catalog**
Develops research skills related to the reactive and proactive use of data to analyze business decisions. Business environmental and internal data sets will be designed using data
warehousing techniques. Students will use data mining, text mining, OLAP, or analytics used to improve decision making. Prerequisite: BCIS 5316 or equivalent or approval of department head

Note: For Spring 2017, the Department of Marketing and Computer Information Systems is not enforcing the prerequisite of BCIS 5316 or equivalent. Therefore, no prior knowledge of database management is expected.

<table>
<thead>
<tr>
<th>Learning Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Description</td>
</tr>
<tr>
<td>1. Formulate enterprise-wide business intelligence strategies to support the organization.</td>
</tr>
<tr>
<td>2. Determine appropriate processes, tools, and technologies to implement enterprise-wide business intelligence strategies.</td>
</tr>
<tr>
<td>3. Analyze organizations to identify business problems that can be addressed by transforming data into actionable insights.</td>
</tr>
<tr>
<td>4. Appraise the quality and availability of both internal and external data sources.</td>
</tr>
<tr>
<td>5. Summarize current literature and advances in the field.</td>
</tr>
<tr>
<td>6. Apply ethical principles to protect individual privacy and organizational assets.</td>
</tr>
<tr>
<td>7. Use appropriate tools and technologies to analyze data.</td>
</tr>
</tbody>
</table>

Textbooks


Note: I recommend the second printing or later of the 6th edition.


Note: Do not purchase the International Edition.

Evaluation Methodology (Detailed descriptions of each evaluative component follows)

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research Project Portfolio (RPP)</td>
<td>30.00%</td>
</tr>
<tr>
<td>Research Team Portfolio (RT)</td>
<td>30.00%</td>
</tr>
<tr>
<td>Business Analytics Portfolio (BAP)</td>
<td>30.00%</td>
</tr>
<tr>
<td>Final Exam (FE)</td>
<td>10.00%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100.00%</strong></td>
</tr>
</tbody>
</table>

Research Project Portfolio (RPP)

The purpose of this literature review project is for students to summarize* current literature and advances in the field of business intelligence (BI). Specifically, each student will present a literature review based on credible electronic sources concerning a current BI topic except for specific BI tools (e.g., Tableau, Rapid Insight Analytics). The topic for this paper must be approved in advance by the instructor.

*In this course, a summary will be your original work; therefore, do not use direct quotations in your summary. For assistance with summarizing and paraphrasing see:

- *How to Write a Summary* by the Odegaard Writing & Research Center. [http://depts.washington.edu/owrc/Handouts/How%20to%20Write%20a%20Summary.pdf](http://depts.washington.edu/owrc/Handouts/How%20to%20Write%20a%20Summary.pdf)
- *Acknowledging, Paraphrasing, and Quoting Sources* from The Writing Center at the University of Wisconsin - Madison. [http://writing.wisc.edu/Handbook/Acknowledging_Sources.pdf](http://writing.wisc.edu/Handbook/Acknowledging_Sources.pdf)

<table>
<thead>
<tr>
<th>RPP</th>
<th>Description</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>Proposed Topic for Literature Review</td>
<td>0</td>
</tr>
<tr>
<td>1a</td>
<td>Early Draft of Research Plan</td>
<td>0</td>
</tr>
<tr>
<td>1b</td>
<td>Turnitin Digital Receipt for RPP1a</td>
<td>0</td>
</tr>
<tr>
<td>1c</td>
<td>Peer Review of Early Draft of Research Plan</td>
<td>0</td>
</tr>
<tr>
<td>1d</td>
<td>Final Draft of Research Plan</td>
<td>100</td>
</tr>
<tr>
<td>1e</td>
<td>Turnitin Digital Receipt for RPP1d</td>
<td>0</td>
</tr>
<tr>
<td>2a</td>
<td>Early Draft of Annotated Bibliography</td>
<td>0</td>
</tr>
<tr>
<td>2b</td>
<td>Turnitin Digital Receipt for RPP2a</td>
<td>0</td>
</tr>
<tr>
<td>2c</td>
<td>Peer Review of Early Draft of Annotated Bibliography</td>
<td>0</td>
</tr>
<tr>
<td>2d</td>
<td>Final Draft of Annotated Bibliography</td>
<td>100</td>
</tr>
<tr>
<td>2e</td>
<td>Turnitin Digital Receipt for RPP2d</td>
<td>0</td>
</tr>
<tr>
<td>3a</td>
<td>Early Draft of Literature Review</td>
<td>0</td>
</tr>
<tr>
<td>3b</td>
<td>Turnitin Digital Receipt for RPP3a</td>
<td>0</td>
</tr>
<tr>
<td>3c</td>
<td>Peer Review of Early Draft of Research Paper</td>
<td>0</td>
</tr>
<tr>
<td>3d</td>
<td>Final Draft of Literature Review</td>
<td>100</td>
</tr>
<tr>
<td>3e</td>
<td>Turnitin Digital Receipt for RPP3d</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>300</strong></td>
</tr>
</tbody>
</table>
1. The proposed topic component (i.e., **RPP0**) will be posted using the **Discussion Board Tool**.  
   Note: Due date/time is listed on the course schedule.

2. The early draft components (i.e., **RPP1a, RPP2a, & RPP3a**) will be submitted through **Turnitin** using the **Assessment Submission Tool**.  
   Note: Due dates/times are listed on the course schedule.

3. The Turnitin digital receipt components (i.e., **RPP1b, RPP1c, RPP2b, RPP2e, RPP3b, & RPP3e**) will be submitted using the **Assessment Submission Tool**.  
   Note: Due dates/times are listed on the course schedule.

4. The peer review of early draft components (i.e., **RPP1c, RPP2c, & RPP3c**) will be completed using **PeerMark**.  
   Note: Due dates/times are listed on the course schedule.

5. The final draft components (i.e., **RPP1d, RPP2d, & RPP3d**) will be submitted through **Turnitin** using the **Assessment Submission Tool**.  
   Notes: 
   a. Evaluation of the final draft components will be based on the **Evaluation Rubric for Spring 2017** (Note: This rubric is located in the **Class Information** folder on the course’s **Blackboard** site).  
   b. Due dates/times are listed on the course schedule.  
   c. Final draft components not submitted by the due date/time will not be evaluated and will receive a grade of zero (0).

**In this course, the primary purpose of Turnitin is to serve as a plagiarism and self-plagiarism avoidance tool for students. Plagiarism and self-plagiarism are examples of academic dishonesty (see **Academic Honesty** section of this syllabus). According to Turnitin (2016), “papers submitted to Turnitin may be compared against billions of internet documents, archived internet data that is no longer available on the live web, a local repository of previously submitted papers, and subscription repository of periodicals, journals, and publications” (para. 1).

References


When paraphrasing, the text of your written submissions should not match the text from other documents. You need to use Turnitin to avoid matching the text of other documents.

For additional information concerning techniques to avoid plagiarism, see [http://www.tarleton.edu/library/pdfs/Avoid_Plagiarism.pdf](http://www.tarleton.edu/library/pdfs/Avoid_Plagiarism.pdf)
Additional information concerning portfolio components is located in the Research Project Portfolio (RPP) folder on the course’s Blackboard site.

Research Team Portfolio (RT)

Each student will be assigned to Research Team by the instructor. Students will be active participants in their assigned Research Teams. Teams will conduct an analysis that compares two or more similar BI tools from different vendors (e.g., statistical analysis [SPSS & SAS]) except for (a) spreadsheets (e.g., Microsoft Excel, Google Sheets), (b) Tableau, (c) Rapid Insight Analytics, and (d) Rapid Insight Veera. The BI tools of study must be approved in advance by the instructor. Additionally, teams will (a) submit written reports, (b) develop presentation materials, and (c) conduct presentations using Collaborate Ultra. Finally, team members will use PeerMark to provide feedback to their teammates using related to each early draft component of the Research Project Portfolio (i.e., RPP1a, RPP2a, & RPP3a).

1. The quality evaluation of the written reports will be based on the Evaluation Rubric for Spring 2017 (Note: This rubric is located in the Class Information folder on the course’s Blackboard site).
2. The quality evaluation of the presentation materials will be based on the Evaluation Rubric for Spring 2017 (Note: This rubric is located in the Class Information folder on the course’s Blackboard site).
3. The quality evaluation of the presentations using Collaborate Ultra will be based on completeness and accuracy of the presentations and the effectiveness of the presenters in responding to the instructor’s questions.

<table>
<thead>
<tr>
<th>Component</th>
<th>Description</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>RT1a</td>
<td>Meet the Team Summary</td>
<td>40</td>
</tr>
<tr>
<td>RT1b</td>
<td>Meet the Team Presentation Materials</td>
<td>20</td>
</tr>
<tr>
<td>RT1c</td>
<td>Meet the Team Presentation using Collaborate Ultra</td>
<td>20</td>
</tr>
<tr>
<td>RT2a</td>
<td>Business Intelligence Solutions Analysis</td>
<td>100</td>
</tr>
<tr>
<td>RT2b</td>
<td>Business Intelligence Solutions Analysis Presentation Materials</td>
<td>20</td>
</tr>
<tr>
<td>RT2c</td>
<td>Business Intelligence Solutions Analysis Presentation using Collaborate Ultra</td>
<td>20</td>
</tr>
<tr>
<td>RT3</td>
<td>Proposed Business Intelligence Tools for Analysis</td>
<td></td>
</tr>
<tr>
<td>RT4a</td>
<td>Business Intelligence Tools Electronic Sources Analysis</td>
<td>100</td>
</tr>
<tr>
<td>RT4b</td>
<td>Business Intelligence Tools Electronic Sources Analysis Presentation Materials</td>
<td>20</td>
</tr>
<tr>
<td>RT4c</td>
<td>Business Intelligence Tools Electronic Sources Analysis Presentation using Collaborate Ultra</td>
<td>20</td>
</tr>
<tr>
<td>RT5a</td>
<td>Business Intelligence Tools Hands-On Analysis</td>
<td>100</td>
</tr>
</tbody>
</table>
1. Written portfolio components (i.e., RT1a, RT1b, RT2a, RT2b, RT4a, RT4b, RT5a, & RT5b) will be submitted using the Assessment Submission Tool.
   Notes:
   a. Due dates/times are listed on the course schedule.
   b. Components not submitted by the due date/time will not be evaluated and will receive a grade of zero (0).

2. Presentation portfolio components (i.e., RT1c, RT2c, RT4c, & RT5c) will be conducted using the Collaborate Ultra Tool.
   Notes:
   a. Presentation dates/times are listed on the course schedule.
   b. Presentation components not conducted during the scheduled day/time will not be evaluated and will receive a grade of zero (0).

3. The proposed topic component (i.e., RT3) will be posted using the Discussion Board Tool.
   Note: Due date/time is listed on the course schedule.

Important Notes Related to Individual Scores for the Research Team Portfolio
a. A student who does not actively participate in a component of the Research Team Portfolio will receive a grade of zero (0) for this project component.

b. Evaluation of each member of the Research Team will be based on the student's participation (i.e., quantity & quality) in the team as evaluated by team members (using the Research Team Peer Evaluation component of the Final Exam) and the quality of Research Team Portfolio components in which the student was an active participant.
   • Calculation: Individual Score = ((Quantity of Student's participation average + Quality of Student's participation average)/2) x (Quality of Research Team Portfolio components in which the student was an active participant).
   • Example: Individual Score = ((90.00% + 70.00%)/2) x 95.00% = 76.00%

c. The maximum individual score on the Research Team Portfolio is 100.00%.

Additional information concerning portfolio components is located in the Research Team Portfolio (RT) folder on the course’s Blackboard site.
technologies to analyze data. Each student will be assigned a research question to analyze.

<table>
<thead>
<tr>
<th>BAP</th>
<th>Description</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Project Plan</td>
<td>100</td>
</tr>
<tr>
<td>2</td>
<td>Quantitative Analysis</td>
<td>100</td>
</tr>
<tr>
<td>3</td>
<td>Visual Analysis</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>300</strong></td>
</tr>
</tbody>
</table>

The portfolio components (i.e., **BAP1, BAP2, & BAP3**) will be submitted using the **Assessment Submission Tool**.

**Notes:**

a. Evaluation of the project components will be based on the **Evaluation Rubric for Spring 2017** *(Note: This rubric is located in the **Class Information** folder on the course’s **Blackboard** site).*

b. Due dates/times are listed on the course schedule.

c. Components **not** submitted by the due date/time will not be evaluated and will receive a grade of **zero (0)**.

Additional information concerning portfolio components is located in the **Business Analytics Portfolio (BAP)** folder on the course’s **Blackboard** site.

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**Final Exam (FE)**

Working individually, each student will submit **both** components of the **Final Exam**. This exam will cover application and review of concepts related to business intelligence. The exam will include multi-part essay items. Evaluation of **Final Exam** components will be based on the **Evaluation Rubric for Spring 2017** *(Note: This rubric is located in the **Class Information** folder on the course’s **Blackboard** site).*

<table>
<thead>
<tr>
<th>FE</th>
<th>Description</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Case Study</td>
<td>100</td>
</tr>
<tr>
<td>2</td>
<td>Reflective Exercise</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>200</strong></td>
</tr>
</tbody>
</table>

Exam components will be submitted using the **Assessment Submission Tool**.

**Notes:**

a. Due dates/times are listed on the course schedule.

b. Components **not** submitted by the due date/time will not be evaluated and will receive a grade of **zero (0)**.

A study guide for the **Final Exam** components will be available at least **one** week prior to the submission deadline for the exam.

Additional information concerning this exam is located in the **Final Exam (FE)** folder on the course’s **Blackboard** site.
## Course Grading Scale

<table>
<thead>
<tr>
<th>Grade</th>
<th>Description</th>
<th>Percentage Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Excellent</td>
<td>90.00% to 100.00%</td>
</tr>
<tr>
<td>B</td>
<td>Good</td>
<td>80.00% to 89.99%</td>
</tr>
<tr>
<td>C</td>
<td>Fair</td>
<td>70.00% to 79.99%</td>
</tr>
<tr>
<td>D</td>
<td>Not Passing for graduate course work. Course must be repeated</td>
<td>60.00% to 69.99%</td>
</tr>
<tr>
<td>F0, FX, or F***</td>
<td>Failing</td>
<td>&lt; 60.00%</td>
</tr>
</tbody>
</table>

***Beginning in Fall 2015, Tarleton started differentiating between a failed grade in a class because a student never attended (F0 grade), stopped attending at some point in the semester (FX grade), or because the student did not pass the course (F) but attended the entire semester. These grades will be noted on the official transcript. Stopping or never attending class can result in the student having to return aid monies received. For more information see the Tarleton Financial Aid website at [http://www.tarleton.edu/finaid](http://www.tarleton.edu/finaid).***

<table>
<thead>
<tr>
<th>Grade</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>K</td>
<td>Incomplete</td>
</tr>
</tbody>
</table>

The grade K shall be recorded for a student only in case of extraordinary circumstances. This entry is used only in such cases after the instructor and his/her department head have concurred that the incomplete entry is justified. A grade of K must be made up by the last day that course grades are due to the registrar during the next long semester and in all cases before registering for the next sequential course. Should this grade not be reported to the registrar within the prescribed time limit, it automatically becomes an F.

## Special Needs

It is the policy of Tarleton State University to comply with the Americans with Disabilities Act and other applicable laws. If you are a student with a disability seeking accommodations for this course, please contact the Center for Access and Academic Testing at 254.968.9400 or caat@tarleton.edu. The office is located in Math 201. More information can be found at [www.tarleton.edu/caat](http://www.tarleton.edu/caat), in the University Catalog, or at [www.ada.gov](http://www.ada.gov).

## Academic Affairs Core Value Statements

**Academic Integrity Statement:** Tarleton State University’s core values are integrity, leadership, tradition, civility, excellence, and service. Central to these values is integrity, which is maintaining a high standard of personal and scholarly conduct. Academic integrity represents the choice to uphold ethical responsibility for one’s learning within the academic community, regardless of audience or situation.
**Academic Civility Statement:** Students are expected to interact with professors and peers in a respectful manner that enhances the learning environment. Professors may require a student who deviates from this expectation to leave the face-to-face (or virtual) classroom learning environment for that particular class session (and potentially subsequent class sessions) for a specific amount of time. In addition, the professor might consider the university disciplinary process (for Academic Affairs/Student Life) for egregious or continued disruptive behavior.

**Academic Excellence Statement:** Tarleton holds high expectations for students to assume responsibility for their own individual learning. Students are also expected to achieve academic excellence by:
- honoring Tarleton’s core values.
- upholding high standards of habit and behavior.
- maintaining excellence through class attendance and punctuality.
- preparing for active participation in all learning experiences.
- putting forth their best individual effort.
- continually improving as independent learners.
- engaging in extracurricular opportunities that encourage personal and academic growth.
- reflecting critically upon feedback and applying these lessons to meet future challenges.

**Service Statement:** Tarleton faculty, staff, and students are expected to model responsible citizenship through service activities that promote personal and academic growth while enhancing the university, local, regional, national, and global communities. These activities will foster a culture of academic/public engagement that contributes to the achievement of the university’s mission and core values.

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**Academic Honesty**

Tarleton State University expects its students to maintain high standards of personal and scholarly conduct. Students guilty of academic dishonesty are subject to disciplinary action. Academic dishonesty includes, but is not limited to, cheating on an examination or other academic work, plagiarism, collusion, and the abuse of resource materials. The faculty member is responsible for initiating action for each case of academic dishonesty that occurs in his/her class.

Source: [http://catalog.tarleton.edu/undergrad/academicinformation](http://catalog.tarleton.edu/undergrad/academicinformation)

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**Academic Appeals Process**

In accordance with Tarleton State University policy, the College of Business Administration hereby adopts the following as its procedure for academic appeals.

Each student encountering a grievance, academic in nature, will first attempt to resolve the problem with the faculty member of record for the course in question according to the process identified in the Tarleton State University catalog. If the student fails to satisfactorily resolve the academic grievance with the faculty member, the student will have the right to
appeal his/her grievance to the Department Head responsible for the course. The appeal must be in writing, setting forth in detail the nature of the grievance. If the student elects to appeal to the Department Head, the appeal must be presented within 30 days of the originating event. For an appeal of a course grade, the originating event shall be considered to be the posting of the grade to the university record. For appeal of an individual exam, project, assignment, or score, the originating event shall be considered to be the date the student receives his or her grade for that exam, project or assignment.

A student who is unsatisfied with the outcome of the departmental grievance process may appeal to the Dean of the College of Business Administration within 30 days of the departmental decision.

Source: http://catalog.tarleton.edu/undergrad/collegeofbusinessadministration/

Service Day – Thursday, April 6, 2017
This semester any interested students, and all Tarleton undergraduate students enrolled in any Thursday class from 8:00am – 4:59 pm, are expected to participate in Service Day. Students will be able to view, and register for, Service Day projects created by each Academic College in Texan Sync’s Service Day Portal. Students seeking additional information should seek guidance from their Academic College or Academic Department.

The Course’s Blackboard Site
The following items are available from the Course Menu (located of the left side of the course’s Blackboard site):

- **Home Page:** This page displays when you first enter the course’s Blackboard site.

- **Course Content**
  - **Class Information:** This folder includes the (a) Course Syllabus, (b) Course Schedule, (c) Evaluation Rubric for Spring 2017, (d) The PAARC Test for Sources, and (e) other information related to administration of the course.
  - **Learning Resources:** This folder includes information related to various research skills and business intelligence concepts.

- **Evaluative Components**
  - **Business Analytics Portfolio (BAP)** This folder provides information concerning each component of the Business Analytics Portfolio.
  - **Research Project Portfolio (RPP):** This folder provides information concerning each component of the Research Project Portfolio.
  - **Research Team Portfolio (RT):** This folder provides information concerning each component of the Research Team Portfolio.
  - **Final Exam (FE):** This folder provides information concerning each component of the Final Exam.

- **Tools**
  - **Announcements:** The instructor will use this tool to post important information (e.g., changes in due dates) related to the course
- **Assessment Submission:** You will use this tool to submit (a) components of the Business Analytics Portfolio, (b) components of the Research Project Portfolio, (c) components of the Research Team Portfolio, and (d) components of the Final Exam.
- **Calendar:** The instructor will use this tool to post important information (e.g., due dates) related to the course.
- **Collaborate Ultra:** You will use this tool to participate in real-time video conferencing meetings with your Research Team and the instructor.
- **Course Messages:** You will use this “email-like” tool to communicate with the instructor and other students in the course.
- **Discussion Board:** You will use this tool to post information for review by the instructor and other students in the course.
- **My Grades:** You will use this tool to check the status of gradable items (e.g., Final Exam).

**Other Course Resources**
- **Blackboard Help:** This resource provides you with information concerning how to navigate Blackboard and use the Tools within the course's Blackboard site.
- **Roster:** This resource provides a list of students enrolled in this Course.

**My Groups**
- **Team ##:** This link will appear once the instructor assigns you to a research team. Each team will have access to the following group tools:
  - **Blogs:** In the Group area, all members of a Group can create entries for the same Blog, building upon one another. Any course member can read and comment on a Group Blog, but cannot make Entries if they are not a member of the Group.
  - **Collaboration:** Users within the Group can create and attend Chat sessions and Virtual Classroom sessions.
  - **Discussion Board:** Users within the Group can create and manage their own Forums.
  - **Email:** Users within the Group can email individual members or the entire Group.
  - **File Exchange:** Group members and the Instructor can share files in this area. All members, as well as the Instructor, can add files. They can also delete files, regardless of who added them.
  - **Journals:** When used in the Group area, all members of a Group can view each other's Entries, but the Group Journal can only be viewed by the Group and the Instructor.
  - **Tasks:** Users within the Group can create Tasks that are distributed to all Group members.
  - **Wikis:** Users within the Group can edit their Group Wiki. All Students within the Course can view a Group Wiki. The Instructor can view and edit a Group Wiki.

Adapted from:
[https://blackboardlearn.tarleton.edu/webapps/blackboard/execute/viewExtendedHelp?helpkey=cp_groups&ctx=course](https://blackboardlearn.tarleton.edu/webapps/blackboard/execute/viewExtendedHelp?helpkey=cp_groups&ctx=course)
Back-Up Your Work

It is the instructor’s expectation that students enrolled in this course back-up drafts of their work on a regular basis. For example, “my computer ate my assignment” is not an excuse for missing the deadline for submitting an assignment or project component.

For written components of the Research Team Portfolio, team members should use one or more of the group tools within the My Groups area of Blackboard for backing-up drafts. The first team assignment will involve group members deciding how their team will use the various group tools within Blackboard and other group collaboration tools (e.g., Google Docs). Also, members of the research team can submit early drafts using the Assessment Submission Tool (the instructor will evaluate the last submission).

For individual assignments, students can submit early drafts of written components using the Assessment Submission Tool (the instructor will evaluate the last submission) or back-up files to a remote storage drive. For example, as a Tarleton student, you are provided access to remote storage on a Tarleton server (i.e., “T: Drive”) and Microsoft OneDrive. For information concerning remote storage and other technology resources available to all current students see http://www.tarleton.edu/helpdesk/students/current.html

What to do when you have Questions

• Questions Related to Course Content:
  First, review resources in the learning resources within the course’s Blackboard site.
  Second, communicate with members of your Research Team.
  Third, post your query to the Questions Related to Course Content Discussion Board Forum.
  Finally, if you are not able to obtain a credible response to your question from the above resources, then contact the instructor via the Course Messages tool.

• Questions Related to Course Requirements:
  First, review the (a) Course Syllabus (b) Course Schedule, and (c) Evaluative Components section on the course’s Blackboard site.
  Second, communicate with members of your Research Team.
  Third, post your query to the Questions Related to Course Requirements Discussion Board Forum.
  Finally, if you are not able to obtain a credible response to your question from the above resources, then contact the instructor via the Course Messages tool.

• Questions Related to Library Resources:
  First, review the research skills related resources on the course’s Blackboard site.
  Second, communicate with members of your Research Team.
  Third, post your query to the Questions Related to Library Resources Discussion Board Forum.
  Finally, if you are not able to obtain a credible response to your question from the above resources, then contact the instructor via the Course Messages tool.
• Questions Related to (a) Blackboard, (b) Collaborate Ultra, and/or (c) Turnitin/PeerMark in this Course:
  First, review “Blackboard 9 student training materials” at http://online.tarleton.edu/online_support/bb_learn9/student_resources.htm
  Second, review Blackboard Help within the course’s Blackboard site.
  Third, contact the Blackboard Call Center at 254.968.1960 (or Toll Free 1.866.744.8900 - Option 3) or via email at support.citde@tarleton.edu.
  Finally, if you are not able to obtain a credible response to your question from the above resources, contact the instructor via the Course Messages tool.

• Questions Related to a Course Grade:
  First, review the instructor’s feedback. If you are unable to locate the instructor’s feedback within Blackboard, see Questions Related to (a) Blackboard, (b) Collaborate Ultra, and/or (c) Turnitin/PeerMark in this Course.
  Second, compare your submission to the requirements for the assignment on the course’s Blackboard site.
  Third, for written assignments, review the Evaluation Rubric for Spring 2017 (Note: This rubric is located in the Class Information folder on the course’s Blackboard site).
  Finally, if you are not able to obtain an answer to your question from the above resources, then contact the instructor via the Blackboard Course Message tool.

• Questions Related to (a) Academic Programs, (b) University Calendar, or (c) other non-course questions:
  First, review the University Catalog [http://catalog.tarleton.edu].
  Second, search the University web site [http://www.tarleton.edu].
  Third, if you are not able to obtain an answer to your question from the University Catalog, contact your academic advisor.
  Finally, if you are not able to obtain a credible response to your question from the above resources, contact the instructor via email at djones@tarleton.edu.