Course Name: Practical Business Analysis  
Course Number: BA 555  
Term Offered: Winter 2016  
Credits: 3  
Instructor name: Ping-Hung Hsieh  
Instructor email: Ping-Hung.Hsieh@bus.oregonstate.edu  
Instructor phone: 541-737-6060  
Link to instructor bio or website: [http://business.oregonstate.edu/users/ping-hung-hsieh](http://business.oregonstate.edu/users/ping-hung-hsieh) 

For more information, contact: CAROL LEDER (Undergrad), 541-737-3716; JAMES COAKLEY (Grad), 453 AUSTIN HALL, 541-737-3716  

Course Description  
Advanced survey of quantitative business methods useful for aiding management decisions. Topics include a review of basic statistics, mathematical programming, business simulation, statistical process control, advanced regression analysis and forecasting. PREREQ: BA276 or equivalent, graduate standing.  

Hybrid Canvas and In-Person Sessions  
This course will be delivered via Canvas where you will interact with your classmates and with your instructor and in-person sessions. Within the course Canvas site, you will access the learning materials, such as the syllabus, class discussions, assignments, projects, and quizzes. To preview how an online course works, visit the [Ecampus Course Demo](http://ecampus.oregonstate.edu). For technical assistance, please visit [Ecampus Technical Help](http://ecampus.oregonstate.edu). There are two in-person sessions at Collaborative Life Science Building (CLSB), Rm ?????; 2730 SW Moody St., Portland, OR:  
- Week 1: ???????????????  
- Week 9: ???????????????  

Communication  
Please post all course-related questions in the General Discussion Forum so that the whole class may benefit from our conversation. Please email your instructor for matters of a personal nature. I will reply to course-related questions and email within 24-48 hours. I will strive to return your assignments and grades for course activities to you within five days of the due date.  

Course Credits  
This course combines approximately 90 hours of instruction, online activities, projects and assignments for 3 credits.  

Technical Assistance  
If you experience computer difficulties, need help downloading a browser or plug-in, assistance logging into the course, or if you experience any errors or problems while in your online course, contact the OSU Help Desk for assistance. You can call (541) 737-3474, email osuhelpdesk@oregonstate.edu or visit the [OSU Computer Helpdesk](http://ecampus.oregonstate.edu) online.
Learning Resources

- A custom text *Practical Business Analysis* by Anderson / Sweeney / Williams / Camm / Cochran / Fry / Ohlmann with a CengageNow access code (required) and
- Canvas materials

**Note to prospective students:** Please check with the OSU Bookstore for up-to-date information for the term you enroll ([OSU Bookstore Website](http://www.oregonstate.edu/bsouth)) or 800-595-0357. If you purchase course materials from other sources, be very careful to obtain the correct ISBN.

**Measurable Student Learning Outcomes**

The intent of BA 555 is to present a collection of quantitative techniques that will allow you to analyze business, economic and financial data. The content of this course will provide you the methodology to assess process improvement opportunities within an organization, enumerate process improvement alternatives, and evaluate the effects of these process improvements. Upon completion of this course, the student will be able to:

- analyze business data and interpret the analysis;
- make decisions based on an understanding of variability in business processes;
- assess and analyze the chance or probability of events, and suggest appropriate business action in concert with that probability;
- Be able to use EXCEL, @Risk, PrecisionTree, LINGO and STATGRAPHICS to perform quantitative analyses. EXCEL, @Risk, PrecisionTree and STATGRAPHICS are available in the COB labs. Download a free copy of STATGRAPHICS from [http://oregonstate.edu/helpdocs/software/pc/statgraphics](http://oregonstate.edu/helpdocs/software/pc/statgraphics). A trial version of LINGO can be found at [http://www.lindo.com/index.php?option=com_content&view=article&id=35&Itemid=20](http://www.lindo.com/index.php?option=com_content&view=article&id=35&Itemid=20).
- read the business statistics literature.

**Evaluation of Student Performance**

<table>
<thead>
<tr>
<th>Activity</th>
<th>Points</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Discussion Participation</td>
<td>40</td>
<td>5 participation activities @ 8 points each</td>
</tr>
<tr>
<td>Online Assignments</td>
<td>40</td>
<td>4 assignments @ 10 points each</td>
</tr>
<tr>
<td>Computer Projects</td>
<td>40</td>
<td>4 projects @ 10 points each</td>
</tr>
<tr>
<td>Midterm Examination</td>
<td>40</td>
<td>1 midterm examination</td>
</tr>
<tr>
<td>Final Examination</td>
<td>40</td>
<td>1 final examination</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>200</strong></td>
<td><strong>200 points</strong></td>
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</tbody>
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**Grading Scale**
Grades will be assigned based on the following scale:

- A: 184.00 – 200.00
- A minus: 182.00 – 183.99
- B plus: 178.00 – 181.99
- B: 164.00 – 177.99
- B minus: 162.00 – 163.99
- C plus: 158.00 – 161.99
- C: 144.00 – 157.99
- C minus: 142.00 – 143.99
- D plus: 138.00 – 141.99
- D: 124.00 – 137.99
- D minus: 120.00 – 123.99
- F: below 119.99

This course is offered through Oregon State University Extended Campus. For more information, contact:
Web: [ecampus.oregonstate.edu](http://ecampus.oregonstate.edu)   Email: ecampus@oregonstate.edu   Tel: 800-667-1465
### Course Content

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>Assignments and Due Dates</th>
</tr>
</thead>
</table>
| 1    | In-Person Session: Review of Introductory Statistics | **Required Reading Assignments:**  
  • Review of introductory statistics  
  • Research Article: “How to Display Data Badly”  
  **Due by 11:59pm, Sunday of Week 1:**  
  • Discussion Board Participation 1: First Post on “How to Display Data Badly” |
| 2    | Linear Regression Analysis         | **Required Reading Assignment:**  
  • Text: Simple Linear Regression  
  **Due by 11:59pm, Sunday of Week 2:**  
  • Online Assignment 1: Introductory Statistics  
  • Discussion Board Participation 1: Response to “How to Display Data Badly” |
| 3    | Linear Regression Analysis         | **Required Reading Assignments:**  
  • Text: Simple and Multiple Linear Regression  
  • Research Article: “Has Wal-Mart Buried Mom and Pop?”  
  **Due by 11:59pm, Sunday of Week 3:**  
  • Discussion Board Participation 2: First Post on “Has Wal-Mart Buried Mom and Pop?” |
| 4    | Linear Regression Analysis         | **Required Reading Assignment:**  
  • Text: Regression Analysis: Model Building  
  **Due by 11:59pm, Wednesday of Week 4:**  
  • Discussion Board Participation 2: Response to “Has Wal-Mart Buried Mom and Pop?”  
  **Due by 11:59pm, Sunday of Week 4:**  
  • Online Assignment 2: Regression Analysis |
| 5    | Business Simulation                | **Required Reading Assignments:**  
  • Text: Simulation  
  • Web Activity: Palisade Example Model Videos  
  **Due by 11:59pm, Sunday of Week 5:**  
  • Computer Project 1: Regression Analysis  
  • Discussion Board Participation 3: First Post on Palisade Example Model Videos |
<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>Required Reading Assignment:</th>
</tr>
</thead>
</table>
| 6    | Midterm Business Simulation | - Text: Simulation  
*Due by 11:59pm, Wednesday of Week 6:*  
- Discussion Board Participation 3: Response to Palisade Example Model Videos |
| 7    | Linear Programming | - Text: An Introduction to Linear Programming  
*Due by 11:59pm, Sunday of Week 7:*  
- Computer Project 2: Business Simulation |
| 8    | Linear Programming | - Text: Linear Programming Applications in Marketing, Finance, and Operations Management  
- Research Article and Web Activity: “The Diet Problem”  
*Due by 11:59pm, Sunday of Week 8:*  
- Discussion Board Participation 4: First Post on “The Diet Problem” |
| 9    | In-Person Session: Linear Programming | - Text: Linear Programming: Sensitivity Analysis and Interpretation of Solution  
- Research Article: “Marketing Strategy Optimization”  
*Due by 11:59pm, Wednesday of Week 9:*  
- Discussion Board Participation 4: Response to “The Diet Problem”  
*Due by 11:59pm, Sunday of Week 9:*  
- Online Assignment 3: Linear Programming  
- Computer Project 3: Linear Programming |
| 10   | Decision Analysis | - Text: Decision Analysis  
*Due by 11:59pm, Wednesday of Week 10:*  
- Discussion Board Participation 5: First Post on “Marketing Strategy Optimization”  
*Due by 11:59pm, Sunday of Week 10:*  
- Discussion Board Participation 5: Response to “Marketing Strategy Optimization” |
| 11   | Final Examination | - Text: Decision Analysis  
*Optional Reading Assignment:*  
- Research Article: “Assessing Loan Risks: A Data Mining Case Study”  
*Due by 11:59pm, Sunday of Week 11:*  
- Online Assignment 4: Decision Analysis  
- Computer Project 4: Decision Analysis |
Course Policies

Discussion Participation – Discussion participation is essential in this course. You are expected to participate and contribute in the **Topic-specific Discussion Board** and are encouraged to submit questions and responses in the **General Discussion Board** to enrich the learning experience for all.

**Topic-specific Discussion Board** – Questions on this board are related to the research articles and web activities assigned in Weeks 1, 3, 5, 8 and 9. Many of the questions ask students to incorporate information and knowledge learned from the class into the comments. You are expected to post your own comments, provide feedback to other students’ posts, and respond to other students’ questions on your posts. Your posts are evaluated based on the quality of the contribution and professionalism. This means that your posts are thoughtful with insights and clearly communicate your intend. You treat opposing opinions with professional courtesy in a respectful manner and avoid derogatory or bullying behavior. Your contribution to the **Topic-specific Discussion Board** accounts for 20% of your final grade.

**General Discussion Board** – Please post questions related to the content of the chapters, articles, assignments, computer projects and examinations here on this board. This is a place to visit as you begin reading the material. Some of the questions you encounter might have already been answered here. The posts on this board are not graded; however, any unprofessional writing will be reported to Executive Director for Teaching and Learning in the College of Business.

Online Assignments and Computer Projects – We will cover 5 major topics in this course including a review of introductory statistics, linear regression analysis, business simulation, linear programming and decision analysis. For each topic, there will be an online assignment, a computer project, or both. The online assignments aim to offer additional practice on the theoretical foundations. The computer projects, on the other hand, provide insights into real-world applications. There will be 4 online assignments and 4 computer projects. Each accounts for 5% of your final grade.

**Online Assignments** – You have 5 attempts for each assignment before the deadline. The BEST score will be recorded. After each submission, you will receive the total score and know which questions you did wrong. In the subsequent attempts, you only need to re-do the questions you did wrong to improve upon your score. Please use Excel for calculation. If you wish to use a hand calculator, please carry at least 6 digits after the decimal point (e.g., 1.732051) in **all** steps. You only round the numbers if the question asks you to.

**Computer Projects** – Specific instruction for each computer project will be given at the time the project is assigned. The projects will be graded on technical merit, clarity, insightfulness and thoroughness. All projects must be posted to Canvas before the deadline.

Midterm and Final Examinations – There are one midterm and one final examination during the quarter. Each is open-book/open-note, but students need to complete the examinations individually. Both examinations are online and students will be given a set amount of time to complete the examinations. Each examination accounts for 20% of your final grade. There will be no makeup examinations.

Incompletes – Incomplete (I) grades will be granted only in emergency cases (usually only for a death in the family, major illness or injury, or birth of your child), and if the student has turned in 80% of the points possible (in other words, usually everything but the final examination). If you are having any difficulty that might prevent you from completing the coursework, please don’t wait until the end of the term; let me know right away.

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Guidelines for a Productive and Effective Online Classroom

Students are expected to conduct themselves in the course (e.g., on discussion boards, email) in compliance with the university’s regulations regarding civility. Civility is an essential ingredient for academic discourse. All communications for this course should be conducted constructively, civilly, and respectfully. Differences in beliefs, opinions, and approaches are to be expected. In all you say and do for this course, be professional. Please bring any communications you believe to be in violation of this class policy to the attention of your instructor.

Active interaction with peers and your instructor is essential to success in this online course, paying particular attention to the following:

- Unless indicated otherwise, please complete the readings and view other instructional materials for each week before participating in the discussion board.
- Read your posts carefully before submitting them.
- Be respectful of others and their opinions, valuing diversity in backgrounds, abilities, and experiences.
- Challenging the ideas held by others is an integral aspect of critical thinking and the academic process. Please word your responses carefully, and recognize that others are expected to challenge your ideas. A positive atmosphere of healthy debate is encouraged.

Statement Regarding Students with Disabilities – Accommodations are collaborative efforts between students, faculty, and Disability Access Services (DAS). Students with accommodations approved through DAS are responsible for contacting the faculty member in charge of the course prior to or during the first week of the term to discuss accommodations. Students who believe they are eligible for accommodations but who have not yet obtained approval through DAS should contact DAS immediately at 541-737-4098.

Accessibility of Course Materials

All materials used in this course are accessible. If you require accommodations please contact Disability Access Services (DAS). Additionally, Canvas, the learning management system through which this course is offered, provides a vendor statement certifying how the platform is accessible to students with disabilities.

Expectations for Student Conduct – Student conduct is governed by the university’s policies, as explained in the Office of Student Conduct and Community Standards.

Academic Integrity – Students are expected to comply with all regulations pertaining to academic honesty. For further information, visit Avoiding Academic Dishonesty, or contact the office of Student Conduct and Mediation at 541-737-3656.

OAR 576-015-0020 (2) Academic or Scholarly Dishonesty:

a) Academic or Scholarly Dishonesty is defined as an act of deception in which a Student seeks to claim credit for the work or effort of another person, or uses unauthorized materials or fabricated information in any academic work or research, either through the Student’s own efforts or the efforts of another.

b) It includes:

(i) CHEATING - use or attempted use of unauthorized materials, information or study aids, or an act of deceit by which a Student attempts to misrepresent mastery of academic effort or information. This includes but is not limited to unauthorized copying or collaboration on a test or assignment, using prohibited materials and texts, any misuse of an electronic device, or using any deceptive means to gain academic credit.
(ii) FABRICATION - falsification or invention of any information including but not limited to falsifying research, inventing or exaggerating data, or listing incorrect or fictitious references.

(iii) ASSISTING - helping another commit an act of academic dishonesty. This includes but is not limited to paying or bribing someone to acquire a test or assignment, changing someone’s grades or academic records, taking a test/doing an assignment for someone else by any means, including misuse of an electronic device. It is a violation of Oregon state law to create and offer to sell part or all of an educational assignment to another person (ORS 165.114).

(iv) TAMPERING - altering or interfering with evaluation instruments or documents.

(v) PLAGIARISM - representing the words or ideas of another person or presenting someone else's words, ideas, artistry or data as one’s own, or using one’s own previously submitted work. Plagiarism includes but is not limited to copying another person’s work (including unpublished material) without appropriate referencing, presenting someone else's opinions and theories as one’s own, or working jointly on a project and then submitting it as one’s own.

c) Academic Dishonesty cases are handled initially by the academic units, following the process outlined in the University's Academic Dishonesty Report Form, and will also be referred to SCCS for action under these rules.

Conduct in this Online Classroom – Students are expected to conduct themselves in the course (e.g., on discussion boards, email postings) in compliance with the university's regulations regarding civility.

OSU Student Evaluation of Teaching – Course evaluation results are extremely important and are used to help me improve this course and the learning experience of future students. Results from the 19 multiple choice questions are tabulated anonymously and go directly to instructors and department heads. Student comments on the open-ended questions are compiled and confidentially forwarded to each instructor, per OSU procedures. The online Student Evaluation of Teaching form will be available toward the end of each term, and you will be sent instructions via ONID by the Office of Academic Programs, Assessment, and Accreditation. You will log in to “Student Online Services” to respond to the online questionnaire. The results on the form are anonymous and are not tabulated until after grades are posted.