

University of Nevada Las Vegas
Department of Management, Entrepreneurship, and Technology
Lee Business School

IS 383 Business Intelligence

Course Information

Location: CBC C125, MW
Section 1001: 8:30—9:45 am
Section 1003: 10:00—11:15 am
Section 1004: 11:30—12:45 am

Catalog Description

Skills, technologies, applications, and practices to leverage the organization's internal and external information assets for making intelligent business decisions in data-rich organizations. Topics include online analytics, interactive reporting, data integrations, data mining, and business performance management.

Learning Outcomes

At the end of this course the student will

- Understand the role of business intelligence in the organization and its relationship to other analytic and decision support activities,
- Be able to use Microsoft Excel to manipulate organizational data in support of managerial decisions,
- Be able to use IBM Cognos Insight to further manipulate data to produce actionable information for decision making, and

Materials

For either of the following books, you may purchase a paperback or ebook version from the UNLV bookstore, Amazon.com or <http://excelcentral.com/>, each of which is reputed to contain the same content.

- **Required Technical Book**

Learn Excel 2016 Expert Skills with The Smart Method: Courseware Tutorial teaching Advanced Techniques Paperback – **March 3, 2016** by Mike Smart. **ISBN-10**: 190925309X, **ISBN-13**: 978-1909253094. About \$24.00 for ebook or paperback.

- **Recommended Technical Book**

Excel 2016 Essential Skills: With the Smart Method, Mike Smart.. This textbook is recommended for those students who may have insufficient knowledge of MS Excel© basics. It will serve as a refresher resource for completing assignments in the required textbook.

- **Conceptual readings.** Various readings that will be provided on Web Campus or through the library.
- **Class Notes** will be available on WebCampus

- **Software**

No software purchase is required. We will be using the MS Windows version of Excel 2016. We may also use MS Access 2016. In addition we may use other software that will be provided.

To complete your assignments you should use MS Excel 2016 for Windows. Microsoft Excel 2016 for Windows software is made available in the classroom lab, CBC-C125 and in general purpose labs at BEH 114 and SU 233. Data can be obtained from Web Campus or other sources.

In addition, for your Windows computer, the OIT has arranged for Microsoft Office 365, including Excel 2016, free of charge. See <http://oit.unlv.edu/software-and-computers/software>.

The Mac version of Excel 2016 is not equivalent and, while it will be sufficient for some of the work, it has a reduced feature set and features are placed differently. Likewise earlier versions of MS Excel for Windows have similar deficiencies for this course. Unfortunately, I am not able to anticipate in advance where the inadequacies will arise. When they do, I won't be able to support the use of the other versions. Exams in the class will include problems based on Excel for Windows 2016.

IBM Cognos Insight will be available for free download in Windows versions only.

Grading Policy

The course grade will be based on the overall weighted average as follows:

1. Best 3 of 4 Exams: 50%
2. Homework Assignments (approx. 8; one dropped): 38%
3. Quizzes (up to 10; one dropped): 10%
4. Selective attendance sampling: 2%

Minimum weighted scores required for grade:

A = 94; B = 84; C = 74. Minus or plus scores may be awarded to benefit the class. Contingent on the overall class performance, the instructor maintains the right to adjust the scale.

Catch-up Excel

The recommended textbook, *Excel 2016 Essential Skills*, is intended for students who require a review of basic excel operations and functionality. We have allowed the first two weeks for this review. Students who would benefit from this review will do this on their own from the book and from the video tutorial at <http://excelcentral.com/>. Even though you may have learned these procedures in high school or in a technology course, you may find the review very useful, since new versions of Excel contain ways to accomplish many tasks.

Excel Expert Skills

“Excel session 1” starts with the lessons in the “Excel 2016 Expert Skills” textbook. A video tutorial is also available for this textbook at <http://excelcentral.com/>. You will be expected to complete the lessons in the Expert Skills book. They won’t be turned in. There will be questions on the exams based on them.

Homework Assignments (HW)

Each HW will be assigned approximately a week before it’s due. Homework assignments are to be completed individually. Homework must be submitted on Web Campus by the due date. Late homework will be accepted, however, the mark assigned to homework submitted late will be reduced by 10% for each 12 hours late.

Exam Policy

Exams will be taken on computer in the classroom during the scheduled exam hours with closed books and closed notes. They consist of multiple-choice, true/false, and fill in the blank questions, which may include problems solved with application software and answered in these formats.

If you miss an exam, the grade of the exam will be 0, unless you can provide valid, documented evidence that your failure to attend was involuntary. Examples of involuntary absence include being an admitted in-patient in a hospital, active military duty, a serious auto accident resulting in injury requiring treatment at time of exam, etc.

Class Attendance

Class attendance is expected. I will sample attendance at irregular intervals. If you are not in class when I take attendance, I will assume that you had a good reason and your absence will be excused for whatever reason. I won’t mark you as being there, but at the end of the semester, I’ll automatically ‘forgive’ up to 10% of your attendance as ‘excused.’ There is no need to request excuse.

Class Schedule

Below is a schedule of topics and assignments. You are expected to read the material prior to class to gain familiarity with the topic. I may make changes in the schedule for the convenience and effectiveness of the course.

Course Schedule (subject to change)

<i>Week</i>	<i>Date</i>	<i>Topic</i>	<i>Read Do</i>	<i>HW/Assignments (subject to change)</i>
<i>Week 1</i>	Aug 29	Introduction		
	31	BI Impacts/Careers Excel Essential Skills (optional)	R1*	
<i>Week 2</i>	Sep 5	Labor Day Holiday		
	7	BI Capabilities Excel session 1	R2 ES 1*	HW 1 Assigned
<i>Week 3</i>	12	Organizational Memory	R3	
	14	Excel session 2	ES 2	HW 1 Due HW 2 Assigned
<i>Week 4</i>	19	Information Integration	R4	
	21	Excel session 3	ES 3	HW 3 assigned
<i>Week 5</i>	26	Exam preview		HW 2 due
	28	Exam 1		
<i>Week 6</i>	Oct 3	Excel session 4	ES 4	HW 4 Assigned HW 3 due
	Oct 5	Insights and Decisions	R5	
<i>Week 7</i>	10	Excel session 5	ES 5	HW 5 Assigned HW 4 Due
	12	Excel session 6	ES 6	HW 6 assigned
<i>Week 8</i>	17	Presentation Technologies	R6	Class doesn't meet in CBC-C125 Work on readings and HW
	19	BI Tools and Vendors	R7	
<i>Week 9</i>	24	Guest speaker		
	26	Excel session 7		HW 7 assigned HW 5 & 6 due
<i>Week 10</i>	31	Exam 2		
	Nov 2	Excel session 8		HW 7 due HW 8 assigned
<i>Week 11</i>	7	BI development	R8	
	9	Excel session 9		HW 9 assigned; HW 8 due
<i>Week 12</i>	14	Management of BI	R9	
	16	Excel session 11		HW 11 assigned; HW 9 due
<i>Week 13</i>	21	Cognos Insight (CI) demonstration		Optional project assigned
	23	OLAP in class workshop		HW 11 due
	24-25	Thanksgiving holiday		
<i>Week 14</i>	28	Exam 3		
	30	OLAP in class workshop		Optional project due
<i>Week 15</i>	Dec 5	Study week—class review		
	Dec 7	Study week—class review		
Final Exam Week	Sec. 1001	Wed Dec 14, 8 am—10 am		Exam 4—regular classroom
	Sec. 1003	Mon Dec 12, 10:10 am—12:10 pm		
	Sec. 1004	Wed Dec 14, 10:10 am—12:10 pm		

* R = readings on WebCampus. May be revised during semester; ES = sessions in Excel Expert Skills.

UNIVERSITY POLICIES

Academic Misconduct—Academic integrity is a legitimate concern for every member of the campus community; all share in upholding the fundamental values of honesty, trust, respect, fairness, responsibility and professionalism. By choosing to join the UNLV community, students accept the expectations of the Student Academic Misconduct Policy and are encouraged when faced with choices to always take the ethical path. Students enrolling in UNLV assume the obligation to conduct themselves in a manner compatible with UNLV's function as an educational institution.

An example of academic misconduct is plagiarism. Plagiarism is using the words or ideas of another, from the Internet or any source, without proper citation of the sources. See the *Student Academic Misconduct Policy* (approved December 9, 2005) located at: <https://www.unlv.edu/studentconduct/student-conduct>.

Copyright—The University requires all members of the University Community to familiarize themselves with and to follow copyright and fair use requirements. **You are individually and solely responsible for violations of copyright and fair use laws. The university will neither protect nor defend you nor assume any responsibility for employee or student violations of fair use laws.** Violations of copyright laws could subject you to federal and state civil penalties and criminal liability, as well as disciplinary action under University policies. Additional information can be found at: <http://www.unlv.edu/provost/copyright>.

Disability Resource Center (DRC)—The UNLV Disability Resource Center (SSC-A 143, <http://drc.unlv.edu>, 702-895-0866) provides resources for students with disabilities. If you feel that you have a disability, please make an appointment with a Disabilities Specialist at the DRC to discuss what options may be available to you. If you are registered with the UNLV Disability Resource Center, bring your Academic Accommodation Plan from the DRC to the instructor during office hours so that you may work together to develop strategies for implementing the accommodations to meet both your needs and the requirements of the course. Any information you provide is private and will be treated as such. To maintain the confidentiality of your request, please do not approach the instructor in front of others to discuss your accommodation needs.

Religious Holidays Policy—Any student missing class quizzes, examinations, or any other class or lab work because of observance of religious holidays shall be given an opportunity during that semester to make up missed work. The make-up will apply to the religious holiday absence only. It shall be the responsibility of the student to notify the instructor **within** the first 14 calendar days of the course for fall and spring courses (excepting modular courses), or **within** the first 7 calendar days of the course for summer and modular courses, of his or her intention to participate in religious holidays which do not fall on state holidays or periods of class recess. For additional information, please visit: <http://catalog.unlv.edu/content.php?catoid=6&navoid=531>.

Transparency in Learning and Teaching—The University encourages application of the transparency method of constructing assignments for student success. Please see these two links for further information:

<https://www.unlv.edu/provost/teachingandlearning>

<https://www.unlv.edu/provost/transparency>

Incomplete Grades—The grade of I—Incomplete—can be granted when a student has satisfactorily completed three-fourths of course work for that semester/session but for reason(s) beyond the student's control, and acceptable to the instructor, cannot complete the last part of the course, and the instructor believes that the student can finish the course without repeating it. The incomplete work must be made up before the end of the following regular semester for undergraduate courses. Graduate students receiving "I" grades in 500-, 600-, or 700-level courses have up to one calendar year to complete the work, at the discretion of the instructor. If course requirements are not completed within the time indicated, a grade of F will be recorded and the GPA will be adjusted accordingly. Students who are fulfilling an Incomplete do not register for the course but make individual arrangements with the instructor who assigned the I grade.

Library—Students may consult with a librarian on research needs. For this class, the subject librarian is https://www.library.unlv.edu/contact/librarians_by_subject. UNLV Libraries provides resources to support students' access to information. Discovery, access, and use of information are vital skills for academic work and for successful post-college life. Access library resources and ask questions at <https://www.library.unlv.edu/>.

Tutoring and Coaching—The Academic Success Center (ASC) provides tutoring, academic success coaching and other academic assistance for all UNLV undergraduate students. For information regarding tutoring subjects, tutoring times, and other ASC programs and services, visit <http://www.unlv.edu/asc> or call 702-895-3177. The ASC building is located across from the Student Services Complex (SSC). Academic success coaching is located on the second floor of the SSC (ASC Coaching Spot). Drop-in tutoring is located on the second floor of the Lied Library and College of Engineering TEB second floor.

UNLV Writing Center—One-on-one or small group assistance with writing is available free of charge to UNLV students at the Writing Center, located in CDC-3-301. Although walk-in consultations are sometimes available, students with appointments will receive priority assistance. Appointments may be made in person or by calling 702-895-3908. The student's Rebel ID Card, a copy of the assignment (if possible), and two copies of any writing to be reviewed are requested for the consultation. More information can be found at: <http://writingcenter.unlv.edu/>.

Rebelmail—By policy, faculty and staff should e-mail students' Rebelmail accounts only. Rebelmail is UNLV's official e-mail system for students. It is one of the primary ways students receive official university communication such as information about deadlines, major campus events, and announcements. All UNLV students receive a Rebelmail account after they have been admitted to the university. Students' e-mail prefixes are listed on class rosters. The suffix is always @unlv.nevada.edu. **Emailing within WebCampus is acceptable.**

Final Examinations—The University requires that final exams given at the end of a course occur at the time and on the day specified in the final exam schedule. See the schedule at: <http://www.unlv.edu/registrar/calendars>.