North Central State College

MASTER SYLLABUS	2025-2026

A. Academic Division: Engineering Technology, Business & Criminal Justice Division

B. Discipline: Business Administration

C. Course Number and Title: BUSM 2320 Business Analytics for Data Driven Decisions

D. Assistant Dean: Brooke Miller, M.B.A.

E. Credit Hours: 3

F. Prerequisites: BUSM-2010 and CISS-1290

G. Last Course/Curriculum Revision Date: Fall 2025 Origin date: 01/25/2021

H. Textbook(s) Title:

Introduction to Business Analytics with Connect Online Access

- Publisher: McGraw-Hill
- Authors: Vernon Richardson, Marcia Watson
- Edition: 1st
- Year 2024
- ISBN: 9781265444921
- ISBN: 9781264489244 eCampus

I. Workbook(s) and/or Lab Manual: None

J. Course Description: An understanding of data is fundamental to success in the digital age of business. This course provides the theoretical foundation of data analytics as well as the application of data analysis tools. Students will develop competencies to structure data and use data mining techniques in response to business scenario queries. Students will experience how businesses rely on data analysis every day to make relevant, data-driven decisions. Through projects and simulations, this course enables students to apply their technical skillsets to real-world business situations.

K. College-Wide Learning Outcomes

College-Wide Learning Outcomes	Assessments - - How it is met & When it is met
Communication – Written	
Communication – Oral	
Intercultural Knowledge and Competence	
Critical Thinking	
Information Literacy	
Quantitative Literacy	

L. Course Outcomes and Assessment Methods:

Upon successful completion of this course, the student shall:

Outcomes	Assessments – How it is met & When it is met
1. Demonstrate working knowledge of programming tools, structured query language to execute data collections, analysis and visualization processes and techniques	Quizzes, exercises, and projects/simulations Through the entire term
2. Evaluate business queries and choose the appropriate tools and techniques of business analytics	Quizzes, exercises and projects Through the entire term
3. Apply descriptive analytics to summarize historical data to provide insights into trends, patterns, and key performance indicators	Quiz, exercise and projects Beginning of term
4. Apply diagnostic analytics to use drill-down analysis to understand the root causes of specific outcomes or issues	Quiz, exercise and projects Middle of term
5. Apply predictive analytics to predict future outcomes based on historical data and statistical algorithms	Quiz, exercise and projects Middle of term
6. Apply prescriptive analytics to recommend actions to optimize or address a future outcome	Quiz, exercise and projects End of term
7. Design and create data visualizations using business intelligence tools	Project End of term

M. Recommended Grading Scale:

NUMERIC	GRADE	POINTS	DEFINITION
93–100	A	4.00	Superior
90–92	A-	3.67	Superior
87–89	B+	3.33	Above Average
83–86	B	3.00	Above Average
80–82	B-	2.67	Above Average
77–79	C+	2.33	Average
73–76	C	2.00	Average
70-72	C-	1.67	Below Average
67–69	D+	1.33	Below Average
63-66	D	1.00	Below Average
60-62	D-	0.67	Poor
00-59	F	0.00	Failure

N. College Procedures/Policies:

North Central State College believes that every student is a valued and equal member of the community* Every student brings different experiences to the College, and all are important in enriching academic life and developing greater understanding and appreciation of one another. Therefore, NC State College creates an inclusive culture in which students feel comfortable sharing their experiences. Discrimination and prejudice have no place on the campus, and the College takes any complaint in this regard seriously. Students encountering aspects of the instruction that result in barriers to their sense of being included and respected should contact the instructor, assistant dean, or dean without fear of reprisal.

* *Inclusive of race, color, religion, gender, gender identity or expression, national origin (ancestry), military status (past, present or future), disability, age (40 years or older), status as a parent during pregnancy and immediately after the birth of a child, status as a parent of a young child, status as a foster parent, genetic information, or sexual orientation*

Important information regarding College Procedures and Policies can be found on the syllabus supplement located at https://ncstatecollege.edu/documents/President/PoliciesProcedures/PolicyManual/Final%20PDFs/14-081b.pdf

North Central State College

SYLLABUS ADDENDUM

Academic Division:	Engineering Technology, Business & Criminal Justice Division	**Discipline:**	Business
Course Coordinator:	Carmen Morrison		
Course Number:	BUSM2320	**Course Title:**	Business Analytics for Data Drive Decisions
Semester / Session:	Spring 2026	**Start / End Date:**	3/16/2026 – 5/8/2026

Instructor Information

Name:	Carmen Morrison	**Phone Number:**	419-755-4865
		E-Mail Address:	cmorrison@ncstatecollege.edu
Office Location:	Kehoe 239 and Online at https://tinyurl.com/cmorrisonoffice	**Office Hours:**	Mon 4:30-7:00pm online Thu 12:30-3pm Kehoe 239 by appointment OR online ONLINE: https://tinyurl.com/cmorrisonoffice

I. Topical Timeline (Subject to Change – refer to Canvas for schedule):

Week	Topic	Assignment	Due Date
Weeks 1,2	Using Business Analytics to address Business Questions	Excel Labs 1.1, 1.2 PowerBI Labs 1.1, 1.2	3/23/26 3/26/26
	Introduction to data sources	Excel Lab 2.1 PowerBI Lab 2.2	4/6/26 4/9/26
Weeks 3,4	Statistics and tools used for data analysis	Excel Lab 3.1 Excel Lab 3.2	4/16/26 4/20/26
Weeks 5, 6	Analyzing data using exploratory (descriptive and diagnostic) analytics	Excel Lab 4.1 Excel Lab 4.2	4/23/26 4/23/26
Weeks 6,7	Analyzing data using confirmatory (predictive and prescriptive) analytics	Excel Lab 5.1 PowerBI Lab 5.5	4/30/26 4/30/26
Week 7	Report results by creating data visualizations	Excel Lab 6.1 Power BI Lab 6.2	5/4/26 5/4/26
Week 8	Topic Analytics – student choose ones: Marketing, Accounting, Financial, Operations	Final Project	5/7/26

II. Grading and Testing Guidelines:

Activity	Qty	Points	Percentage
Videos	6	60	30%
e-Book Readings	6	600	
Application Projects	10	1,000	60%
Final Project	1	100	10%

- Grading scale is the college grading scale:

NUMERIC	GRADE	POINTS	DEFINITION
93–100	A	4.00	Superior
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73–76	C	2.00	Average
70-72	C-	1.67	Below Average
67–69	D+	1.33	Below Average
63-66	D	1.00	Below Average
60-62	D-	0.67	Poor
00-59	F	0.00	Failure

III. Examination Policy:

- You are permitted to use your textbook/e-book, but you are required to complete assignments independently.
- Free Tutoring Service: https://ncstatecollege.edu/student-services/tutoring/
- No exams or assignments are timed.

Assignment Policy:

- No assignments are timed and all assignments are open-book.
- Microsoft Office software is provided to students for FREE at: https://ncstatecollege.edu/help-documents-and-tutorials/student-email-office-365/
- Assignments are due before midnight every Monday and Thursday. There is flexibility in the schedule as assignments are allowed to be submitted early.
- Do not wait until Monday or Thursday night to begin working on your assignment. You are given at least 3-4 days to do each assignment.
- Late work is accepted only if submitted within one week after the due date. There is a 20% late point deduction.
- Be certain to have a back-up plan in case you experience computer/internet problems. There are free computer labs at the college for you to use, as well as loaner laptops.
- If you need assistance with the course assignments, contact the Tutoring Department or the Instructor. Tutoring Information (free) can be found at: https://ncstatecollege.edu/student-services/tutoring/

IV. Course Attendance and Late Assignment Policy:

Attendance in this course is measured by the **completion of weekly assignments and activities**.
Logging into Canvas or viewing course materials does **not** count as attendance.

Late Assignments

To support consistent learning, time management, and professional responsibility, the following late-work policy applies:

- Late submissions are accepted **up to one week after the due date only**.
- Assignments submitted late will receive a **20% point deduction**.
- Assignments submitted **more than one week late will not be accepted**.
- **No late assignments are accepted after the last day of the term**.
- Assignments due during **finals week are final** and must be submitted by the posted deadline.

Extenuating Circumstances
Students experiencing extenuating circumstances are encouraged to **contact the instructor as soon as possible** to discuss potential accommodations. In some cases, **advance notice may be required**.

- Approval of late or make-up work is **not guaranteed** and is determined at the instructor's discretion.
- Requests that do not align with this policy may be denied.

This policy is supported by the Dean and Assistant Dean, who expect students to communicate promptly with their instructor when emergencies arise. This expectation reflects professional workplace standards, where timely communication is required if deadlines or responsibilities cannot be met.

Advance Communication
Students who anticipate difficulty meeting a deadline should **contact the instructor in advance** to determine whether an alternate schedule may be considered.

Excused Absences
Excused absences include the following circumstances:

- Hospitalization
- Death in the family
- Personal illness or illness of an immediate family member
- Military leave
- Employment-related travel