



FRAMEWORKS FOR BUSINESS PROBLEMS 1
BCOR 2020-003 / BCOR 2020-004
BCOR 2020-016 / BCOR 2020-017
FALL 2023

Instructor:	James Harris
Lecture Times:	BCOR 2020-003 Tu/09:10AM-10:30AM in CRCC 205 BCOR 2020-004 Th/09:10AM-10:30AM in CRCC 205 BCOR 2020-016 Th/06:00PM-07:20PM online BCOR 2020-017 We/06:00PM-07:20PM online
Class Venues:	Face to Face Sections meet in CRCC 205 BCOR 2020-016 Meets Online in their Zoom Room BCOR 2020-017 Meets Online in their Zoom Room
Office Hours:	Book a 15 min meeting on Mon, Wed, or Thur / 4:00 PM – 5:30 PM
Contact:	<i>Please contact me through Canvas Messages and CC your TA</i>
TA:	BCOR 2020-003: TBD BCOR 2020-004: TBD BCOR 2020-016: TBD BCOR 2020-017: TBD

1. Course Description

This class is the first of a two-course sequence designed to present students with real problems likely to be encountered in the business world. This class provides students with the tools and concepts to address these problems. The sequence covers foundational and integrated concepts from critical thinking, data management, information systems, statistical modeling, and data analytics. The first course includes modules on critical thinking, information systems, data collection, data management, data visualization, and spreadsheet modeling. Case studies are incorporated to integrate and apply course concepts to real business situations. An important aspect of this course is the training in applying critical thinking skills learned to understand the ethical issues involved in business problem-solving using information systems and data analysis.

2. Course Objectives

An important aspect of business leadership is the ability to define and solve many types of problems. Inherent in the problem-solving process is the task of decision-making. The best decisions are those that are data-driven. The overarching objectives of this class are to prepare you to think critically about business problems and to know how to collect, manage and visualize data

by leveraging information systems. In particular, we will work on the following goals.

1. Learn to think critically by identifying and framing problems, recognizing errors, sources of biases, and fallacies in reasoning, and differentiating between opinions and facts.
2. Understand the importance of proper sampling and experimental techniques.
3. Become proficient in the fundamentals of spreadsheet and database software for modeling and solving complex business problems.

4. Become proficient in basic business analytics skills such as descriptive statistics, data visualization, and spreadsheet modeling.
5. Understand foundational concepts of information systems and the relationship among different components of information systems, namely people, procedures, data, hardware, and software.
6. Comprehend the roles of information systems in business functions and processes.
7. Learn how to leverage information systems to gain a competitive advantage in business.
8. Become aware of the challenges of information technologies, including security and ethical challenges.

An underlying theme throughout the course will be on evaluating the ethical issues and implications involved in using information systems and data analysis.

3. Required Course Materials

- Camm et al. (2021), [*Business Analytics*](#), 4th Edition, Cengage Learning.
- Stair & Reynolds (2017), [*Fundamentals of Information Systems*](#), 9th Edition, Cengage Learning.

Cengage: You should have purchased these books [digital version] during class registration via inclusive access (IA) as part of Cengage Unlimited (<https://www.cengage.com/unlimited/>), providing student access to all Cengage textbooks and other resources for one price for two years. This means that all Cengage textbooks in any of your classes are covered for the next 2 years. You may choose to opt out via this link (<https://portal.verba.io/utah/login>). However, you still have to pay the cost of Cengage Unlimited, which will later be refunded in the second week of the semester. You access these books on canvas. Go to Modules > TextBook: Cengage Unlimited.

More info on Cengage: https://www.cengage.com/coursepages/U_Utah_WA_Canvas_IA1

Packback: You should have received an email to your UMail account. If you don't see it, please refer to Canvas for the Community Lookup key.

Microsoft Excel 2019 with Data Analysis ToolPak. How to do this? (<https://bit.ly/2SfMvwX>).

Microsoft Office Tools are free for U of U students

(<https://software.utah.edu/microsoft.php>).

CANVAS

Course presentations, syllabus, assignments, recommended readings, grades, etc., will be available on CANVAS. Please refer to the course modules in canvas and on the syllabus for details regarding when and where to submit your assignments. In order to access Canvas, you need to have an active University Network ID (UNID). For more information, go to <https://go.utah.edu/cas/login>.

4. Course Layout

To fulfill the course objectives and in order to better understand “Frameworks for Business Problems” we cover three different topics in this course: *Business Analytics (BA)*, *Information*

Systems (IS), and Critical Thinking (CT). To practically prepare students for the business world problems, this course also offers *Lab Sessions* during which we teach and practice Excel applications.

- **Business Analytics (BA)** topics are lectured during the class sessions. A video lesson related to each lecture will be posted on Canvas to review. There will be wide range of assignments offered to practice and master these topics.
- **Information Systems (IS)** topics are lectured during the class sessions. A video lesson related to each lecture will be posted on Canvas to review. A wide range of assignments will be offered to practice and master these topics.
- **Critical Thinking (CT)** Each module will include some CT video lectures. All the students are encouraged to watch these videos at home and do their best to learn and apply critical thinking topics in their communications. Students are asked to participate in weekly discussions; these discussions are an excellent opportunity to practice critical thinking concepts further. There won't be any direct assignment or examination about CT in this course.
- **Excel Labs:** Utilizing Excel is an essential skill for tackling business problems. To ensure all the students finish this course with an excellent Excel command, we offer Excel Lab sessions. Most of the second sessions of each week are reserved for our Lab sessions. These lab sessions are an opportunity to learn and practice Excel and its applications for Business Problems in a hands-on experience.

The guideline is that students should spend a minimum of 2 hours outside of class for every hour in class (see <http://regulations.utah.edu/academics/6-100.php>). This means you should expect to spend a minimum of 9 hours per week studying for this course (i.e., it is a “normal” 3-hour class (Lecture + Lab) plus at least another 6 hours of study). Of course, if you are interrupted by emails or are prone to other distractions while studying, then you may need to double this number. Furthermore, you cannot expect to do well in the course if you wait until the week of an exam to put in the time.

5. Assignments

All assignments are due at *11.59 PM on the due date as posted in Canvas* (unless otherwise specified). (**Excel Lab Quizzes are due on Sundays, and the rest of the assignments on Thursdays**) If you know ahead of time that you will have difficulty meeting an assignment deadline, notify the instructor as soon as possible. They may be willing to make exceptions on a case-by-case basis. For late assignments, the final assignment score will be dropped by half credit (up to 3 days late) unless prior approval for an extension has been obtained. (Note: We can't accept late submissions for those “Hands-On Problems” which have peer-reviews)

The syllabus and schedule are subject to change. The instructor will do their best to communicate any changes that may occur as early as possible; however, you are responsible for checking CANVAS on a regular basis to ensure your assignments get turned in on time.

When using computers and technology, technical difficulties often arise. This is especially pertinent for online classes. Please accommodate for this likely possibility and plan to complete your work before the due date! Any excuses for late submissions due to such reasons are not

acceptable. Please also test to ensure that all your submissions are correct without errors. After the due date, no resubmissions for full credit are allowed.

Technical Support:

For individual student IT issues, please see the information for the Campus Help Desk below.

- The Campus Help Desk is staffed 24/7/365. To quickly find answers to your questions, search the UIT Knowledge Base. If you still need help, call 801-581-4000, option 1. For less urgent issues, you may also email helpdesk@utah.edu. For IT outage information, visit our IT Services Status page at uofu.status.io or follow @UofUITStatus on Twitter.

If the issue is minor, our TAs may also be able to help you if you attend one of the several Live TA support sessions offered throughout the week through Zoom.

5.1. Class Participation and Professionalism

Class participation and professionalism **are required for this course** and account for 5% of your overall course grade. Nevertheless, the class will be much more interesting, and you will learn more if everyone is engaged in the discussion. Students who are willing to spend time engaging in in-class activities are likely to get better grades. In addition, those who invest time in completing their assigned reading are more likely to do better in assignments and quizzes/exams. There may be quizzes to take attendance during class times. (*However, students who prove their command of Excel do not have to attend our Excel lab sessions. More on this in section 5.6.*)

Excused Absences

Students unable to complete class assignments due to participation in officially sanctioned University activities (e.g., band, debate, student government, and intercollegiate athletics), religious obligation, health-related reasons, or with the instructor's approval, shall be permitted to make up both assignments and examinations. The involved students must deliver documentation to the instructor, preferably before the absence but in no event later than one week after the absence.

5.2. BA Homework

Business Analytics Homework Assignments account for **15%** of your overall course grade. We will use WebAssign, one of the Cengage platforms, for our Business Analytics homework assignments. Using WebAssign is included in Cengage Unlimited Subscription. These assignments are accessible through Canvas, and you can find the appropriate links to them on modules with BA Homework. Please pay attention to each assignment description box for further details. ([Help For WebAssign/Cengage](#))

5.3. Packback:

Participation in Packback online platform will be used for online discussions about class topics. Packback is an online community where you can ask open-ended questions to build on top of what we are covering in class and relate topics to real-world applications. You are encouraged to watch all the CT (critical thinking) videos carefully and try to incorporate what you learn in your Packback submissions.

Your participation in Packback will count toward **5%** of your overall course grade. Each week you will need to submit the following:

- Read that week’s article mentioned on Packback
- Response to the instructor’s question with a minimum Curiosity Score of 70.
- A well-framed open-ended **question** related to the concepts discussed in the article with a minimum Curiosity Score of 70.
- Response to 1 other students’ question per week with a minimum Curiosity Score of 70.

Note: Half credit will be provided for questions and responses that do not meet the minimum curiosity score.

The weekly deadline for these submissions will be the following Thursday at 11:59 PM MST.

How to Register on Packback:

An email invitation will be sent to you from help@packback.co, prompting you to finish registration. If you don’t receive an email (be sure to check your spam), you may register by following the instructions below:

- Create an account by navigating to <https://questions.packback.co> and clicking “Sign up for an Account”
Note: If you already have an account on Packback, you can log in with your credentials.
- Then enter our class community’s lookup key into the “Looking to join a community you don’t see here?” section in Packback at the bottom of the homepage. You can also refer to the Community Lookup Key in Canvas
- Follow the instructions on your screen to finish your registration.

Packback may require a paid subscription. Refer to www.packback.co/product/pricing for more information.

How to Get Help from the Packback Team:

If you have any questions or concerns about Packback throughout the semester, please read their FAQ at help.packback.co. If you need more help, contact their customer support team directly at help@packback.co.

For a brief introduction to Packback Questions and why we are using it in class, watch this video: vimeo.com/packback/Welcome-to-Packback-Questions

5.4. Hands-on Problems

Throughout the semester, you will have 9 Hands-on Problems. They account for **15%** of your overall course grade. These assignments are inspired by real-life business problems. Some of them address Information System topics, and some of them are related to Business Analytics. On top of submitting your own work for some of these assignments, you are required to review some of your peers’ works and provide feedback for them. Further details are provided on the Canvas page of each assignment. (Note: We can’t accept late submissions for those “Hands-On Problems” which have peer reviews)

5.5. Weekly Quizzes

Weekly quizzes account for **10%** of your overall course grade. These quizzes are take-home and through Canvas. Each is supposed to cover the IS and BA material in their respective module. You have two attempts for these weekly quizzes, and we will count "*The average*" of these two scores towards your final score.

5.6. Excel Lab Quizzes

Excel Lab quizzes account for **10%** of your overall course grade.

Utilizing Excel is an essential skill for tackling business problems. Every week you will take a "**Pre-quiz**" testing you on some specified Excel topics. (These quizzes are due on Sundays at 11:59 PM) You will always have an opportunity for a second chance at the pre-quiz, and only your highest score will be recorded. Some of you may already know Excel quite well and score high on the pre-quiz, while others of you may be new to Excel and want further instruction and the opportunity to interact with others while learning Excel.

Here is how we will administer the lab sessions.

If you score less than **80%** on the current week's **Excel pre-quiz**, you will be **required** to attend the NEXT week's lab session. After attending that lab session, you will be given a chance to take a **Post-Quiz** covering that material (and only the higher of your pre-quiz and post-quiz scores will be counted). You will have up to that week's *Thursday at 11:59 PM* to take your Post-Quiz.

If you score 80% or more on the current week's Excel pre-quiz, you will automatically be given a second chance to retake the quiz; this is optional but gives you the opportunity to improve your score if it was not a perfect score – only the higher of your Pre-Quiz and Retake scores will be counted toward your final grade. This second chance quiz will be opened as a new quiz in the same module for you and will be named "**Excel Lab Quiz Retake,**" with the same questions and the same due date as the pre-quiz. (*Sundays 11:59 PM*)

To recap, if you already know Excel (or want to learn it on your own), then there is no need for you to attend our BCOR 2020 lab sessions; the requirement of attending next week's lab session will be waived if your current score on this week's Pre-Quiz is 80% or more.

There are a total of 10 sets of Excel quizzes in this course.

6. Policies:

Academic Dishonesty (Cheating)

All assignments are to be completed on an individual basis unless informed otherwise. Do not assume that working with someone else on an assignment is permitted unless you have explicit permission to do so. Sharing answers on an assignment without permission could result in an academic integrity violation and possible disciplinary consequences. Some assignments will require applying the concepts covered in class/reading assignments by utilizing relevant software, while others may just require a written response. Please contact the instructor in advance of a due date if you have any questions.

The department has a zero-tolerance policy for cheating behavior. If you are caught cheating on any assignments or exams in this class, a formal academic penalty will be imposed. Possible sanctions for cheating include redoing an assignment, a grade reduction, a failing grade for the assignment, or a failing grade for the course. The severity of the penalty will depend on the

circumstances and is at the sole discretion of your instructor and the Department of Operations and Information Systems. Cheating includes, but is not limited to, using another student's work as well as supplying another student with work that is not their own. All parties involved in academic dishonesty will be penalized for cheating.

University of Utah Student Code

The Student Code is spelled out in the Student Handbook. Students have specific rights in the classroom as detailed in Article III of the code. The code also specifies proscribed conduct (Article XI) that involves cheating on tests, plagiarism, and/or collusion, as well as fraud, theft, etc.

Students should read the Code carefully to become aware of these issues. Students will receive sanctions for violating one or more of these proscriptions. The faculty will enforce the code. Students have the right to appeal such action to the Student Behavior Committee. The Student Code is provided in detail on the following University of Utah web page: <http://regulations.utah.edu/academics/6-400.php>

Drop/Withdrawal Policy

Once the student is officially enrolled and committed to attending class, he/she must officially drop his/her classes by the deadline (see University of Utah's Official Academic Calendar) if needed. If the class is not officially dropped, the student will be charged full tuition and may receive failing grades. Although some departments dismiss students from classes for non-attendance, students are responsible for officially dropping any classes for which they are registered but not attending.

Beginning the eleventh calendar day and continuing through the midpoint students may withdraw from a class or the university without instructor/department permission. A "W" grade is recorded on the transcript and appropriate tuition and fees are assessed. After the midpoint of the term, students may petition the deadline for withdrawal if they have a nonacademic emergency. The Petition for Consideration of Exception to the Withdrawal Policy form may be obtained from the appropriate dean's office. Submit the petition and supporting documentation to the dean's office by the last day of class for the course.

Incompletes

University policy states: "An Incomplete grade can be given for work not completed due to circumstances beyond your control. You must be passing the course and have completed at least 80% of the required coursework. Arrangements must be made between you and the instructor concerning the completion of the work. You may not retake a course without paying tuition. If you attend class during a subsequent term, in an effort to complete the coursework, you must register for the course. Once the work has been completed, the instructor submits the grade to the Registrar's Office. The "I" will change to an "E" if a new grade is not reported within one year. A written agreement between you and the instructor may specify the grade to be given if the work is not completed within one year. Copies of the agreement are kept by the instructor and the academic department. If you graduate before a new grade is reported, the "I" remains on your record and will not count towards graduation or the calculation of your grade point average."

Students with Disabilities

The University of Utah, David Eccles School of Business seeks to provide equal access to its programs, services and activities for people with disabilities. If you need accommodations in this

class, reasonable prior notice needs to be given to the instructor and to the Center for Disability Services, <http://disability.utah.edu/> 160 Olpin Union Building, 581-5020 (V/TDD) to make arrangements for accommodations. All written information in this course can be made available in alternative format with prior notification to the Center for Disability Services. CDS will work with you and the instructor to make arrangements for accommodations

University Safety Statement

The University of Utah values the safety of all campus community members. To report suspicious activity or to request a courtesy escort, call campus police at 801-585-COPS (801-585-2677). You will receive important emergency alerts and safety messages regarding campus safety via text message. For more information regarding safety and to view available training resources, including helpful videos, visit safeu.utah.edu.

Addressing Sexual Misconduct

Title IX makes it clear that violence and harassment based on sex and gender (which includes sexual orientation and gender identity/expression) is a civil rights offense subject to the same kinds of accountability and the same kinds of support applied to offenses against other protected categories such as race, national origin, color, religion, age, status as a person with a disability, veteran's status or genetic information. If you or someone you know has been harassed or assaulted, you are encouraged to report it to the Title IX Coordinator in the Office of Equal Opportunity and Affirmative Action, 135 Park Building, 801-581-8365, or the Office of the Dean of Students, 270 Union Building, 801-581-7066. For support and confidential consultation, contact the Center for Student Wellness, 426 SSB, 801-581-7776. To report to the police, contact the Department of Public Safety, 801-585-2677(COPS).

Undocumented Student Support Statement

Immigration is a complex phenomenon with a broad impact—those who are directly affected by it, as well as those who are indirectly affected by their relationships with family members, friends, and loved ones. If your immigration status presents obstacles to engaging in specific activities or fulfilling specific course criteria, confidential arrangements may be requested from the Dream Center. Arrangements with the Dream Center will not jeopardize your student status, your financial aid, or any other part of your residence. The Dream Center offers a wide range of resources to support undocumented students (with and without DACA) as well as students from mixed-status families. To learn more, please contact the Dream Center at 801.213.3697 or visit dream.utah.edu

Student Mental Health Resources

- Rates of burnout, anxiety, depression, isolation, and loneliness have noticeably increased during the pandemic. If you need help, reach out for [campus mental health resources](#), including counseling, trainings and other support.
- Consider participating in a *Mental Health First Aid* or other *wellness-themed* training provided by Student Affairs' Center for Student Wellness to help contribute to creating a healthier and safer campus community. These are designed to equip you to better recognize and respond to signs and symptoms of mental health and substance abuse challenges.

7. Grading

<i>Assignment</i>	<i>Percentage of total grade</i>
Participation and Professionalism	5%
Weekly Assignments	30%
Discussion on Packback	5%
Weekly quizzes	20%
Exams (2)	40%
<i>Total</i>	<i>100%</i>

** Notes:

1. Weekly Assignments include “BA Assignments” and “Hands-on Problems”.
2. Weekly Quizzes include “Class Quizzes” and “Excel lab Quizzes”
3. The number of assignments for each category may change.
4. A detailed description of each assignment is available on canvas.
5. Exams are on canvas. Exam 2 is not comprehensive.

Grading Scale

See also The University of Utah Bulletin and General Catalog for grading policies and procedures.

A	=	93-100	C	=	73-76.99
A-	=	90-92.99	C-	=	70-72.99
B+	=	87-89.99	D+	=	67-69.99
B	=	83-86.99	D	=	63-66.99
B-	=	80-82.99	D-	=	60-62.99
C+	=	77-79.99	E	=	Less than 60

David Eccles School of Business -- Statement of Grading Policy

Grading provides feedback to students on how well they have mastered the content and learning objectives of a particular course to allow students to capitalize on strengths and work to improve weaknesses through future courses of action. The DESB grading policy is intended to ensure grades offer reliable feedback regarding student performance, and to ensure fairness and consistency across the School. The faculty member is responsible for arriving at a grade for each student that the faculty member believes appropriately reflects the student's mastery of the course material and learning objectives. The faculty member will then consider the class' overall performance in terms of School guidelines. These guidelines are provided to ensure that grading, on average for the School as a whole, is sustained at a reasonable level over time. The guidelines are as follows:

COURSE LEVEL GUIDELINE

1000-2000	2.8-3.2
3000-3990	3.0-3.4
4000-5990	3.1-3.5
6000-6990	3.1-3.5

If students have a concern about their grade in a particular course, they should consider whether it reflects an accurate evaluation of their mastery of the course material and learning objectives, in terms of the above descriptors. If they need clarification of the instructor's evaluation, they should meet with the instructor to obtain additional information and feedback. If after doing so, they believe their grade was arrived at in an inappropriate manner, they may pursue an appeal through the School's appeals process as described in Section 5.15 of the University of Utah Code of Student Rights and Responsibilities (Policy 6-400).

8. Weekly Schedule:

IS-Information Systems, BA-Business Analytics, CT-Critical Thinking // Lab sessions are the second class session of the week

Module	Week of	Topic	Assignments*	LAB sessions
1	8/21	Introduction and Overview of the class BA LECTURE: Decision Making and Business Analytics (Camm Chp. 1, 2)	<ul style="list-style-type: none"> • Student Introduction • Discussion-1 	-
2	8/28	BA LECTURE: Descriptive Statistics part 1 A (Basics) IS LECTURE: Introduction to Information Systems (Stair Chp. 1)	<ul style="list-style-type: none"> • BA HW 1 • Hands-on Problem 1: <i>Adobe Express</i> • Discussion-2 	Lab1: Intro to Excel
3	9/4	BA LECTURE: Descriptive Statistics Part 1 B (Frequency)	<ul style="list-style-type: none"> • BA HW 2 • Hands-on Problem 2-1: <i>Heavenly Chocolate P1</i> • Discussion-3 	Lab2: Conditional formatting Data validation More basics
4	9/11	BA LECTURE: Descriptive Statistics Part 2 A (Measures of Location) IS LECTURE: Database and Big Data	<ul style="list-style-type: none"> • BA HW 3 • Hands-on Problem 2-2: <i>Peer-Review</i> • Discussion-4 	Lab3: Logic Formulas/ Frequency tables Histograms
5	9/18	BA LECTURE: Descriptive Statistics Part 2 B (Measures of Variability) IS Lecture: BI and analytics	<ul style="list-style-type: none"> • BA HW 4 • Hands-on Problem 3: <i>Tableau</i> • Discussion-5 	Lab4: Measures of Location formulas Look up family
6	9/25	BA LECTURE: Descriptive Statistics Part 3 (Analyzing Distributions) Advisory Session at online for Sections 016 & 017	<ul style="list-style-type: none"> • BA HW 5 • Hands-on Problem 4: <i>Mortgage Default</i> • Discussion-6 	Lab5: Measures of variability formulas Look up family practice
7	10/2	BA LECTURE: Descriptive Statistics Part 4 A & B (Association and Cleaning)	<ul style="list-style-type: none"> • BA HW 6 • Discussion-7 	Lab6: Analyzing Distributions
8	10/9	FALL Break: Oct. 8-15		
9	10/16	BA LECTURE: Data Visualization (Camm Chp 3) Advisory Session at Child Hall for Sections 003 & 004	<ul style="list-style-type: none"> • BA HW 7 • Hands-on Problem 5-1: <i>Heavenly Chocolate P2</i> 	
10	10/23	Exam 1 (In-class)	<ul style="list-style-type: none"> • Hands-on Problem 5-2: <i>Peer-Review</i> • Discussion-8 	
11	10/30	IS LECTURE: Network, Cloud, Ecommerce and Enterprise Systems (Stair Chp. 4 & 5)	<ul style="list-style-type: none"> • Hands-on Problem 6: <i>Translator Mobile App</i> • Discussion-9 	Lab7: Charts/pivot
12	11/6	BA LECTURE: Spreadsheet Modeling 1	<ul style="list-style-type: none"> • Hands-on Problem 7: <i>Société de transport de Montreal</i> • Discussion-10 	Lab8: Charts Practice. Match/index
13	11/13	BA LECTURE: Spreadsheet Modeling 2 IS LECTURE: IS Security and Ethics (Stair Chp. 9, 10)	<ul style="list-style-type: none"> • BA HW 8 • Hands-on Problem 8: Website Hacking • Discussion-11 	Lab9: Spreadsheet Modeling Scenario analysis/Goal seek
14	11/20	BA Topics: Intro to Probability	<ul style="list-style-type: none"> • BA HW 9 • Discussion-12 • Hands-on Problem 9: <i>Retirement Planning</i> 	Lab10: Excel Review
15	11/27	BA Topics: Problem Solving Tools	<ul style="list-style-type: none"> • BA HW 10 (On Canvas) 	Exam Preparation

16	12/4	EXAM 2 (In class)		
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* Self-reading assignments ** Due dates vary. See actual due dates on canvas assignments