COURSE CHANGE REQUEST
Undergraduate Programs

FLORIDA ATLANTIC UNIVERSITY

Department ITOM

College Business

UUPC Approval 10-12-2026
UFS Approval _____
SCNS Submittal _____
Confirmed _____
Banner Posted _____
Catalog _____

***Current* Course Prefix and Number**	ISM 3116	***Current* Course Title**	Introduction to BA and Big Data

*Syllabus must be attached for **ANY** changes to current course details. See Template. Please consult and list departments that may be affected by the changes; attach documentation.*

Change title to:
Introduction to Business Analytics and Big Data

Change prefix
From: **To:**

Change course number
From: **To:**

Change credits*
From: **To:**

Change grading
From: **To:**

Change Writing Across Curriculum (WAC) **
Add ☐ **Remove** ☐

Change General Education Requirement***
Add ☐ **Remove** ☐

*See Definition of a Credit Hour.
**WAC criteria must be indicated in syllabus and approval attached to this form. See WAC Guidelines.
***GE criteria must be indicated in syllabus and approval attached to this form. See General Education Guidelines.

Change description to:
The course introduces business intelligence processes and analytics techniques for transforming data into valuable insights. Students develop skills to analyze data using industry-standard analytics tools.

Change prerequisites/minimum grades to:

Change corequisites to:

Change registration controls to:

Please list existing and new pre/corequisites, specify AND or OR and include minimum passing grade (default is D-).

Effective Term/Year for Changes:	Spring 2027	**Terminate course? Effective Term/Year for Termination:**	

Faculty Contact/Email/Phone

Approved by	***Date***
Department Chair	9/14/2026
College Curriculum Chair	September 30, 2026
College Dean Marcia A. Rhorer	October 1, 2026
UUPC Chair Korey Sorge	10-12-2026
Undergraduate Studies Dean Dan Mesoff	10-12-2026
UFS President	
Provost	

Email this form and syllabus to mjenning@fau.edu seven business days before the UUPC meeting.

ISM 3116: INTRODUCTION TO BUSINESS ANALYTICS AND BIG DATA

College of Business
Fall 2026 (Section: 100, CRN: 19689, Distance Learning)
3 Credit Hours

Instructor: Dr. Jahyun Goo
Office Location: FL 218, Boca Raton Campus
Office Hours: Tuesday 10 am – 12 pm or by appointment
Phone Number: 561-297-2352
Email: jgoo@fau.edu

TA: Pearl Priyanka Akunoori
Office Location: Virtual or by Appointment
Office Hours: Virtual (Teams) Monday – Friday, 2-4 pm or in-person by appointment
Email: pakunoori2024@fau.edu

COURSE DESCRIPTION

The course introduces business intelligence processes and analytics techniques for transforming data into valuable insights. Students develop skills to analyze data using industry-standard analytics tools.

INSTRUCTIONAL METHOD

This is a fully online class (100% of the course is delivered online). This course is Canvas-based. All required materials are accessible from Canvas, including links to lecture videos, readings, and assignments. You must log into Canvas with your FAU ID and Password to access the materials and assignments in this course. If you do not know your FAU ID or Password, contact OIT for help.

The course is organized into modules with due dates. Unless otherwise specified, the learning modules all start and end on Tuesdays (so they overlap by a day). The course begins with the Start Here module, which will familiarize you with the course organization and navigation. You will open a new learning module to access the assigned reading materials, videos, presentations, and other relevant materials for each subsequent module.

In addition, **as all course communications will ONLY be delivered via Canvas announcements, make sure you set up your Canvas profile to receive announcements**

via email or text. While the flexibility built into the fully online course would allow students to complete some work around their own personal schedule, the course requires students to exercise self-discipline by completing the required assignments on time and without regular reminders. Each student is encouraged to make good progress each week and should be fully prepared for exams.

Note that full Canvas access and scheduled activities require the use of a Windows or Mac computer; all references to Canvas resources and pages assume that you are using a computer. A smartphone or tablet alone is not sufficient to complete this course; A smartphone or tablet is NOT an adequate/acceptable tool for viewing or completing assignments on Canvas. If you do not have your own, computers may be available to all FAU students in the FAU Open Labs (http://www.fau.edu/oit/labs/open_labs/).

COURSE PREREQUISITES

This course is a 3-credit course and serves as a core/required course for the Business Analytics concentration. No prerequisite is required.

COURSE OBJECTIVES (CO)

Measurable course objectives are outcomes that students are expected to achieve by the end of the course.

1. Describe fundamental concepts about business intelligence, such as using data analysis techniques to make better business decisions, data preparation, and simple tools for solving data mining problems.
2. Articulate a business problem and analytical technique used, the summary of the results in terms of actionable information, and the recommendation for decision making.
3. Analyze the business intelligence for its technical effectiveness and information accuracy.
4. Examine business questions or business problems to offer recommendations for decision-making.

TIME COMMITMENT PER CREDIT HOUR

This course has three (3) credit hours. For traditionally delivered courses, not less than one (1) hour of classroom or direct faculty instruction each week for fifteen (15) weeks per Fall or Spring semester, and a minimum of two (2) hours of out-of-class student work for each credit hour.

REQUIRED TEXTS & MATERIALS

The course participates in the Follett Access program. In this course, you will need the following texts and/or materials.

- [SDT] Pearson MyLab [ISBN: **9780135444849]** with Sharda, R., Delen, D., & Turban, E. (2024*). Business Intelligence, Analytics, Data Science and AI* (6th ed.). Boston, MA: Pearson Education, Inc.
- [LAB] *ISM3116: Introduction to Business Analytics and Big Data*. Pearson Education, Inc. Powered by uCertify [ISBN: **9781644597965**]

Students are **required to purchase the access code** (from the bookstore or directly) to enter when accessing MyLab and uCertify content on the Canvas course page for the first time. All graded assignments on MyLab and uCertify can be accessed from Canvas.

Please purchase two separate access keys for both required platforms as soon as possible. The course cannot be successfully completed without access to these platforms, as required coursework, assignments, and activities must be completed through them. Delaying the purchase may result in missed work and lost course credit.

Note that this course is supported by a Teaching Assistant (TA). You are strongly encouraged to contact the TA directly for 1) eBook access (including purchasing access codes and registration) and 2) Technical issues related to the lab assignments (uCertify, MyLab, etc.)

Supplemental Course Description

- LECTURE part surveys key topics under business intelligence and analytics, big data, and AI. The content is covered in the [SDT] eBook (see above). This course uses the "Pearson MyLab," an interactive learning platform that includes the [SDT] eBook, study-aid exercises, and a study planner. Graded items for this part of the course include chapter quizzes in the [SDT] eBook, two midterm exams, and one final exam.
- LAB part teaches you data visualization using industry-leading tools such as Tableau and Power BI. This course uses a custom lab course, "ISM3116: Introduction to Business Analytics and Big Data," delivered via a virtual lab setting powered by uCertify. It includes chapter readings, videos, and assignments using Tableau and Power BI. All lab assignments are completed virtually through uCertify. The course does not require you to install a standalone copy of Tableau Desktop or Power BI Desktop on your computer. Although all labs are completed in **uCertify**, you **must begin each lab from Canvas** using the specific assignment link. This is the only way your score will sync correctly with the Canvas gradebook. Graded items for the LAB part of the course include simulated training, lab assignments, and two lab exams (one for Tableau and one for Power BI).

MINIMUM TECHNOLOGY & COMPUTER REQUIREMENTS

HARDWARE & SOFTWARE REQUIREMENTS

Hardware

- Dependable computer
- Computer speakers
- Headset with microphone
- Webcam

Software

- Microsoft 365 Suite
- Reliable web browser (recommended Chrome or Firefox)
- Canvas mobile app: Download instructions for iOS device or Android device
- Adobe Reader
- Adobe Flash Player

Internet Connection

- Recommended: Broadband Internet connection with a speed of 4 Mbps or higher.
- To function properly, Canvas requires a high-speed Internet connection (cable modem, DSL, satellite broadband, T1, etc.). The minimum Internet connection speed to access Canvas is a consistent 1.5 Mbps (megabits per second) or higher.
- Check your Internet speed here.

COMPUTER REQUIREMENTS

Basic Computer Specifications for Canvas

- Operating system: Windows 10 or macOS Sierra (or higher).
- Specifications

Peripherals

- A backup option should be available to minimize the loss of work. This can be an external hard drive, a USB drive, cloud storage, or your folder on the FAU servers.

Software

- Once logged in to Canvas make sure your Internet browser is compatible.
- Other software may be required for specific learning modules. If so, the necessary links to download and install will be provided within the applicable module.

MINIMUM TECHNICAL SKILLS REQUIREMENTS

The general and course-specific technical skills you must have to succeed in the course include but are not limited to:

- Accessing Internet.
- Using Canvas (including taking tests, attaching documents, etc.).
- Using email with attachments.
- Creating and submitting files in commonly used word processing program formats such as Microsoft Office Tools.
- Copying and pasting functions.
- Downloading and installing software.
- Using presentation, graphics, and other programs.
- Posting and commenting in an online discussion.
- Searching the FAU library and websites.

TECHNICAL SUPPORT

In the online environment, technical issues are always possible (e.g., lost connection, hardware or software failure). Many of these can be resolved relatively quickly, but if you wait until the last minute before due dates, the chances of these glitches affecting your success are greatly increased. Please plan appropriately. If a problem occurs, it is essential you take immediate action to document the issue so your instructor can verify and take appropriate action to resolve the problem. Most issues in Canvas can be resolved by clicking on the "Help" tab located on the menu bar.

When a problem occurs, click "Help" to:

- Report a Problem
- Live Chat with Canvas Support
- Search Canvas Guides

Additional Technical Support

1. Contact the eLearning Success Advisor for assistance: (561) 297-3590
2. If you can, make a Print Screen of the monitor when the problem occurs. Save the Print Screen as a .jpg file. If you are unfamiliar with creating a Print Screen file, see Print Screen instructions.
3. Complete a Help Desk ticket. Make sure you complete the form entirely and give a full description of your problem so the Help Desk staff will have the pertinent information in order to assist you properly. This includes:
    a. Select "Canvas (Student)" for the Ticket Type.
    b. Input the Course ID.
    c. In the Summary/Additional Details section, include your operating system, Internet browser, and Internet service provider (ISP).
    d. Attach the Print Screen file, if available.
4. Send a message within Canvas to your instructor to notify him/her of the problem. Include all pertinent information of the incident (2b-d above).
5. If you do not have access to Canvas, send an email to your instructor with all pertinent information of the incident (2b-d above).

6. If you do not have access to a computer, call your instructor with all pertinent information of the incident. If he/she is not available, make sure you leave a detailed message.
7. If you do not hear back from the Help Desk or your instructor within a timely manner (48 hours), it is your responsibility to follow up with the appropriate person until you obtain a resolution.

COURSE ASSESSMENTS, ASSIGNMENTS & GRADING POLICY

GRADING POLICY

My grading philosophy is that professors do not "give" grades. Students "earn" grades. I take grading *very seriously*. I *strive* to maintain my grading as objectively as possible and in a fair manner to all. A subculture has emerged among *some* (certainly not all) undergraduate students that their hard work, regardless of the score they earn, should be rewarded with an A. Such a view dilutes the value of your education, and as a professor, I cannot possibly hold this view. I am morally obligated to clearly define expectations (which I do in a very detailed syllabus and in assignments) to help you as much as possible before your assignments are due. In addition, I won't consider any requests for grade adjustments after the semester, to bump up a letter grade, and I won't even respond to such emails. All that said, I have great empathy for undergraduate students, having been one myself for four years! I care about your learning. No one would be happier than I to see all students *earn* high grades! You will take an Orientation Test. You can take the syllabus quiz as often as necessary to achieve 100%.

GRADED ITEMS

All the following items are required and graded. Students are responsible for following the schedule and due dates announced in lectures and listed on Canvas. A canvas calendar or to-do list may NOT always display everything and thus should NOT be your only source for completing assignments! The instructor will calculate your grade based on the following weighted distribution.

Weighted Assignment Group / Assignments / Point Value	Category = % total grade
Course Orientation • Orientation Quiz (Worth up to 10 points) • Syllabus & Course Agreement Quiz (Worth up to 10 points)	0%
8 Chapter Quizzes • Worth up to 100 points each	10%
2 Midterm Lecture Exams • Lecture Quiz 1 (Worth up to 100 points) • Lecture Quiz 2 (Worth up to 100 points)	20%
Final Lecture Exam • Lecture Quiz 3 (Worth up to 100 points)	20%
35 Lab Assignments • Worth up to 100 points each	30%
2 Lab Exams • Lab Quiz 1 (Worth up to 100 points) • Lab Quiz 2 (Worth up to 100 points)	20%
TOTAL:	**100%**

GRADE SCALE

Grade	Percentage (%)	Grade	Percentage (%)	Grade	Percentage (%)
A	94.0% – 100%	B-	< 84.0% – 80.0%	D+	< 70.0% – 67.0%
A-	< 94.0% - 90.0%	C+	< 80.0% – 77.0%	D	<67.0% – 64.0%
B+	< 90.0% – 87.0%	C	< 77.0% – 74.0%	D-	< 64.0% – 61.0%
B	< 87.0% – 84.0%	C-	< 74.0% – 70.0%	F	< 61.0% – 0.0%

Policy on Make-Up Tests, Late Work, and Incomplete

CONCEPT PART (50% of the total course grade)

Chapter Quiz

There are eight (8) chapter quizzes (10% total course grade) in the [SDT] textbook. They are timed and consist of true-false questions based on the corresponding chapter's content.

For each quiz, three (3) attempts are allowed until you are satisfied with the score you earned. Of which, the highest score will be recorded in the Canvas grade center. (Please check out the master schedule outlines in the COURSE HOME in Canvas.) Late submissions will be possible with a late penalty.

Lecture Exams

There are two (2) midterm Lecture Exams: Lecture Exam 1 and Lecture Exam 2, and one (1) final exam: Lecture Exam 3.

All lecture exams will be closed-book and based on the course content covered in the [SDT] textbook and the corresponding lectures. The exams will include multiple-choice, multiple-answer questions. **Proctorio Proctoring Service** will monitor your audio, video, computer activity, and internet activity on all surrounding devices for the entire quiz period. Additional information is provided in the Canvas course.

If you are unable to take an exam at its scheduled time due to an excusable absence (such as a religious holiday, university-approved events, true emergencies, or illness), you must inform the instructor with proper formal documentation by a verifiable source of an official capacity (e.g., a letter from a physician written on the physician's letterhead).

Except in true emergencies, all such requests can be accommodated only if made before the exam starts. All make-up exams must be completed within one week of the original date. Any missing exams due to unexcused or undocumented absences (including, but not limited to, oversleeping, inability to leave work, minor illnesses, travel, lack of transportation, fatigue, computer or network issues, and so on) will result in a zero (0) for the exam score.

If your exams are disrupted, accommodation can only be arranged if the issue is caused by the school systems (such as Canvas, Proctorio, or FAU Internet) and officially confirmed by the appropriate technical support office. No adjustments will be made if the problem is due to your own equipment, software, or network, or any optional test resources such as eBooks.

LAB PART (50% of the total course grade)

Lab Assignments

There are 35 lab assignments on data visualization using Tableau (20 labs) and Power BI (15 labs). They all occur in a virtual lab setting via uCertify, an interactive learning platform, and are auto-graded upon submission (worth up to 100 points each). Essentially, each lab runs for a week; it becomes available at the beginning of each module (i.e., Tuesday) and is due at the end of the same module (i.e., Tuesday of the following week) at 11:59 pm

Eastern Time. Be cautious of different due dates, which will be closed at the corresponding due dates. Please check out the master schedule outlines in the COURSE HOME in Canvas.

Lab Exam

There are two (2) lab exams: Lab Exam 1 (Tableau) and Lab Exam 2 (Power BI). Unlike the Lecture Exams, the lab exam is open-book, and you may access the uCertify eBook during the exam via the link provided in the exam instructions.

The lab exams will cover all Tableau and Power BI topics. The exam consists of multiple-choice, multiple-answer questions and is based exclusively on the uCertify e-textbook. This means there will be no hands-on, interactive exam requiring you to perform tasks as in the lab assignments. Instead, the exam will assess your understanding of the concepts and material covered in the uCertify textbook.

The Proctorio remote proctoring service will monitor your audio, video, computer activity, and internet activity on all devices within range for the entire quiz period. Specifically, you are **not allowed** to do any of the following:

- Access any sites on the internet,
- Access other files/programs on your computer,
- Use any notes or printed books,
- Use any devices (such as tablets, cellphones, etc.),
- Use the dual monitor,
- Open another tab in a browser,
- Take a screenshot.
- Resize the screen,
- Wear any form of headsets (i.e., headphones, earphones, etc.),
- Talk to anyone

Additional information is provided in the Canvas course.

INCOMPLETE GRADE

The University policy states that a student who is passing a course but has not completed all work due to exceptional circumstances may, with the instructor's consent, temporarily receive an incomplete (“I”) grade. The assignment of the “I” grade is at the instructor's discretion and is allowed only if the student is passing the course.

COURSE POLICIES

CODE OF ACADEMIC INTEGRITY POLICY STATEMENT

Students at Florida Atlantic University are expected to maintain the highest ethical standards. Dishonesty is considered a serious breach of these ethical standards, because it interferes with the University mission to provide a high quality education in which all students enjoy an equal opportunity to succeed. Dishonesty is also destructive of the University community, which is grounded in a system of mutual trust and places high value on personal integrity and individual responsibility. For more information, see University Regulation 4.001.

PLAGIARISM

Plagiarism is unacceptable in the University community. Academic work must be an original work of your own thought, research, or self-expression. When students borrow ideas, wording, or organization from another source, they must acknowledge that fact in an appropriate manner. Plagiarism is the deliberate use and appropriation of another's work without identifying the source and trying to pass off such work as one's own. Any student who fails to give full credit for ideas or materials taken from another has plagiarized. This includes all discussion board posts, journal entries, wikis, and other written and oral presentation assignments. If in doubt, cite your source.

ONLINE ATTENDANCE POLICY

Since the course is online, you should access the course **at least three times per week** to ensure you do not miss pertinent postings, messages, or announcements. It is imperative that you meet course deadlines and stay active in discussion boards, group projects, etc. If you are experiencing major illness, absences due to University duties, or other large-scale issues, contact the instructor immediately to formulate a resolution.

SPECIAL COURSE REQUIREMENTS

N/A

NETIQUETTE

Due to the casual communication common in the online environment, students are sometimes tempted to relax their grammar, spelling, and/or professionalism. Please remember that you are adult students and professionals—your communication should be appropriate. For more in-depth information, please see the FAU statement on netiquette.

CLASSROOM ETIQUETTE/DISRUPTIVE BEHAVIOR POLICY STATEMENT

Disruptive behavior is defined in the FAU Student Code of Conduct as "… activities which interfere with the educational mission within classroom." Students who disrupt the educational experiences of other students and/or the instructor's course objectives in a face-to-face or online course are subject to disciplinary action. Such behavior impedes students' ability to learn or an instructor's ability to teach. Disruptive behavior may include but is not limited to non-approved use of electronic devices (including cellular telephones); cursing or shouting at others in such a way as to be disruptive; or, other violations of an instructor's expectations for classroom conduct.

For more information, please see the FAU Office of Student Conduct.

COMMUNICATION POLICY

EXPECTATIONS FOR STUDENTS

Announcements

You are responsible for reading all announcements posted by the instructor. Check the course announcements each time you log in. Better yet, the Canvas announcement will be forwarded to your email. Make sure you set up your Canvas profile to receive announcements via email or text, as all course communications will ONLY be delivered via Canvas announcements.

Email/Video Conferencing

You are responsible for reading all your course emails and responding in a timely manner.

Course-Related Questions

Post course-related questions to the FAQ Discussion board. This allows other participants with the same question to benefit from the responses. Also, make sure you review this forum prior to posting a question. Someone may have already asked and answered the question in previous posts.

INSTRUCTOR'S PLAN FOR CLASSROOM RESPONSE TIME & FEEDBACK

Email/Video Conferencing Policy

Except on weekends and holidays, the instructor typically responds to email (Canvas inbox or FAU email) within 48 hours. You should ask course-related questions on the FAQ discussion board. If you have personal questions, email the instructor.

Course-Related Questions Policy

Except on weekends and holidays, the instructor will generally answer questions within 48 hours.

Electronic Communication Policy

In addition to the University's policy, please consider the following:

- Privacy, confidentiality, and security in all electronic communications.
- All electronic communication resources must be used for the course and in alignment with the University's mission.
- Prohibited use of false identity, false identity pseudonyms, or anonymous (sender's name or electronic identification is hidden).
- Access without consent.
- Disruption of services, including introducing computer contaminants (viruses).
- Harassment of any kind.

Please see the Office of Information Technology's policies on Cyber Security

Awareness.

SUPPORT SERVICES & ONLINE RESOURCES

- Center for eLearning and Student Success
- Counseling and Psychological Services
- FAU Libraries
- Freshmen Academic Advising Services
- Math Learning Center
- Office of Information Technology Helpdesk
- Office of International Programs and Study Abroad
- Office of Undergraduate Research and Inquiry
- Student Accessibility Services
- University Center for Excellence in Writing

FACULTY RIGHTS & RESPONSIBILITIES

Florida Atlantic University respects the rights of instructors to teach and students to learn. Maintenance of these rights requires classroom conditions that do not impede their exercise.

To ensure these rights, faculty members have the prerogative to:

- Establish and implement academic standards.
- Establish and enforce reasonable behavior standards in each class.
- Recommend disciplinary action for students whose behavior may be judged as disruptive under the *Student Code of Conduct*.

SELECTED UNIVERSITY & COLLEGE POLICIES

ARTIFICIAL INTELLIGENCE PREAMBLE

Fau recognizes the value of generative AI in facilitating learning. However, output generated by artificial intelligence (AI), such as written words, computations, code, artwork, images, music, etc., for example, is drawn from previously published materials and is not your own original work.

Fau students are not permitted to use AI for any course work unless explicitly allowed to do so by the instructor of the class for a specific assignment. [policy 12.16 artificial intelligence]

Class policies related to AI use are decided by the individual faculty. Some faculty may permit the use of AI in some assignments but not others, and some faculty may prohibit the use of AI

in their course entirely. In the case that an instructor permits the use of AI for some assignments, the assignment instructions will indicate when and how the use of AI is permitted in that specific assignment. It is the student's responsibility to comply with the instructor's expectations for each assignment in each course. When AI is authorized, the student is also responsible and accountable for the content of the work. AI may generate inaccurate, false, or exaggerated information. Users should approach any generated content with skepticism and review any information generated by AI before using the generated content as-is.

If you are unclear about whether or not the use of AI is permitted, ask your instructor before starting the assignment.

Failure to comply with the requirements related to the use of AI may constitute a violation of the Florida Atlantic Code of Academic Integrity, Regulation 4.001.

Proper citation: if the use of AI is permitted for a specific assignment, then use of the AI tool must be properly documented and cited. For more information on how to properly cite the use of AI tools, visit https://fau.edu/ai/citation

ACCESSIBILITY POLICY STATEMENT

In compliance with the Americans with Disabilities Act (ADA), students who require special accommodations to properly execute coursework due to a disability, must register with Student Accessibility Services (SAS) located in the Boca Raton, Davie, and Jupiter campuses and follow all SAS procedures. For additional information, please consult Student Accessibility Services.

Student Accessibility Services Contact Information

- **Boca Raton:** (561) 297-3880
  Fax: (561) 297-2184, TTY: 711
- **Davie:** (954) 236-1222
  Fax: (954) 236-1123, TTY: 711
- **Jupiter:** (561) 799-8721
  Fax: (561) 799-8721, TTY: 711

GRADE APPEAL PROCESS

You may request a review of the final course grade when you believe that one of the following conditions apply:

- There was a computational or recording error in the grading.
- The grading process used non-academic criteria.
- There was a gross violation of the instructor's own grading system.

Chapter 4 of the University Regulations contains information on the grade appeals process.

RELIGIOUS ACCOMMODATION POLICY STATEMENT

In accordance with rules of the Florida Board of Education and Florida law, students have the right to reasonable accommodations from the University in order to observe religious practices and beliefs regarding admissions, registration, class attendance, and the scheduling of examinations and work assignments. For further information, please see Academic Policies and Regulations.

UNIVERSITY APPROVED ABSENCE POLICY STATEMENT

In accordance with rules of the Florida Atlantic University, students have the right to reasonable accommodations to participate in University approved activities, including athletic or scholastics teams, musical and theatrical performances and debate activities. It is your responsibility to notify the instructor at least one week prior to missing any course assignment.

DROPS/WITHDRAWALS

You are responsible for completing the process of dropping or withdrawing from a course. Please click on the following link for more information on dropping and/or withdrawing from a course. Please consult the FAU Registrar Office for more information.

COUNSELING AND PSYCHOLOGICAL SERVICES (CAPS) CENTER

Life as a university student can be challenging physically, mentally and emotionally. Students who find stress negatively affecting their ability to achieve academic or personal goals may wish to consider utilizing FAU's Counseling and Psychological Services (CAPS) Center. CAPS provides FAU students a range of services – individual counseling, support meetings, and psychiatric services, to name a few – offered to help improve and maintain emotional well-being. For more information, go to http://www.fau.edu/counseling/

TITLE IX STATEMENT

In any case involving allegations of sexual misconduct, you are encouraged to report the matter to the University Title IX Coordinator in the Office of Civil Rights and Title IX (OCR9). If University faculty become aware of an allegation of sexual misconduct, they are expected to report it to OCR9. If a report is made, someone from OCR9 and/or Campus Victim Services will contact you to make you aware of available resources including support services, supportive measures, and the University's grievance procedures. More information, including contact information for OCR9, is available at **https://www.fau.edu/ocr9/title-ix/**. You may also contact Victim Services at **victimservices@fau.edu** or 561-297-0500 (ask to speak to an Advocate) or schedule an appointment with a counselor at Counseling and Psychological Services (CAPS) by calling 561-297-CAPS.

* * *

The instructor reserves the right to adjust this syllabus as necessary.

FAU
FLORIDA ATLANTIC UNIVERSITY

COURSE OUTLINE

		LECTURE				LAB			
Module	Date	Topic and (e)Book Chapters		Assignment (on MyLab)		Tableau Topic and (e)Book Chapters		Assignment (on uCertify)	
0	8/22 – 8/25	Course Overview, Orientation Test, (e)Book Purchase and Registration							
1	8/25 – 9/1	An Overview of BI, BA, Data Science	[SDT] Chapter 1	Ch. 1 Quiz	Due 9/1	Visual Analytics with Tableau - Overview	[LAB] Chapter 1		
2	9/1 – 9/8	An Overview of AI	[SDT] Chapter 2			Getting Started with Tableau	[LAB] Chapter 2	Ch. 2 Labs	Due 9/8
3	9/8 – 9/15	AI in Action	[SDT] Chapter 2	Ch. 2 Quiz	Due 9/15	Fundamental Data Visualization	[LAB] Chapter 3	Ch. 3 Labs	Due 9/15
4	9/15 – 9/22	*Lecture Quiz 1 (on Canvas via Proctorio proctor) covering [SDT] Ch. 1, 2, and corresponding lectures*							
5	9/22 – 9/29	Nature of Data and Big Data	[SDT] Chapter 3			Fundamental Maps	[LAB] Chapter 4	Ch. 4 Labs	Due 9/29
6	9/29 – 10/6	Preparing Big Data Analytics	[SDT] Chapter 3			Design Tips for Curating Visual Analytics	[LAB] Chapter 5	Ch. 5 Labs	Due 10/6
7	10/6 – 10/13	Big Dta Aanlytics in Action	[SDT] Chapter 3	Ch. 3 Quiz	Due 10/13	Advanced Visualizations	[LAB] Chapter 6	Ch. 6 Labs	Due 10/13
8	10/13 – 10/20	Descriptive analytics with OLAP, and visualization	[SDT] Chapter 4	Ch. 4 Quiz	Due 10/20	Storytelling with Tableau	[LAB] Chapters 7 & 8	Chs. 7&8 Labs	Due 10/20
9	10/20 – 10/27	*Lab Quiz 1 (on Canvas via Proctorio proctor) covering all Tableau topics*							
10	10/27 – 11/3	*Lecture Quiz 2 (on Canvas via Proctorio proctor) covering [SDT] Ch. 3, 4, and corresponding lectures*							
11	11/3 – 11/10	Predictive Analytics with Data Mining and Text	[SDT] Chapter 5	Ch. 5 Quiz	Due 11/10	Getting Acquainted: Laying the Data Foundation	[LAB] Chapters 9 & 10	Chs. 9&10 Labs	Due 11/10
12	11/10 – 11/17	Emerging Trends of Web and Social Media Analytics	[SDT] Chapter 6	Ch. 6 Quiz	Due 11/17	Storytelling in Sight: Crafting Compelling Visuals	[LAB] Chapters 11 & 12	Chs. 11&12 Labs	Due 11/17
13	11/17 – 11/24	AI-driven and Location-based Analytics	[SDT] Chapter 10	Ch. 10 Quiz	Due 11/24	Smarter Insights: Building Dynamic Data Models	[LAB] Chapters 13 & 14	Chs. 13&14 Labs	Due 11/24
14	11/25 – 12/1	**Thanksgiving Break (No Class)**							
15	12/1 – 12/7	Ethical, Privacy, and Managerial Considerations in Analytics	[SDT] Chapter 11	Ch. 11 Quiz	Due 12/7	From Insight to Impact: Finalizing & Sharing Analyses via Dashboards	[LAB] Chapters 15 & 16	Chs. 15&16 Labs	Due 12/7
16	12/10	*Lab Quiz 2 (on Canvas via Proctorio proctor) covering all Power BI topics*							
	12/11	*Lecture Quiz 3 (on Canvas via Proctorio proctor) covering [SDT] Ch. 5, 6, 10, 11, and corresponding lectures*							

Rationale for Course and Catalog Description Update

The current course descriptions published in the University Catalog were written more than a decade ago and no longer accurately reflect the content, learning outcomes, terminology, and analytical methods taught in our Business Analytics curriculum. Because Simple Syllabus automatically imports the catalog descriptions from the University Catalog website, the outdated language creates inconsistencies between the official catalog description and the syllabus currently used by faculty.

Updating these descriptions will:

- Ensure consistency between the University Catalog and course syllabi.
- Eliminate outdated terminology and inaccurate wording.
- Better reflect the current scope of business analytics, including modern analytical methods, data-driven decision-making, and contemporary business applications.
- Provide students with a more accurate understanding of course content and expectations.
- Reduce confusion arising from discrepancies across official university systems.

The proposed revisions do not substantially alter the academic intent of the courses. Rather, they modernize the language, improve clarity, and accurately represent the curriculum currently being delivered.

Below are the current and proposed catalog descriptions.

ISM 3116

Current Catalog Description:

Introduction to Business Analytics and Big Date (ISM 3116) 3 credits

Provides an understanding of the business intelligence processes and techniques used in transforming data to knowledge and value in organizations. Students also develop skills to analyze data using generally available tools (e.g., Excel).

Proposed Catalog Description:

The course introduces business intelligence processes and analytics techniques for transforming data into valuable insights. Students develop skills to analyze data using industry-standard analytics tools.

Also PROPOSED TITLE 'Spelling Correction' CHANGE

Introduction to Business Analytics and Big Data (ISM 3116)

ISM 4420

Current Catalog Description:

Social Media and Web Analytics (ISM 4420) 3 credits

Covers concepts and techniques for retrieving, exploring, visualizing and analyzing social network and social media data, website usage and clickstream data. Students learn to use key metrics to assess goals and return on investment, perform social network analysis to identify important social actors, subgroups and network properties in social media.

Proposed Catalog Description:

The course introduces concepts and techniques for retrieving, exploring, visualizing, and analyzing website and social media data by using industry-standard tools for quantitative and qualitative analysis.

ISM 4212

Current Catalog Description

Database Management Systems (ISM 4212) 3 credits

Prerequisite: ISM 3011 or ACG 4401

Focuses on the development of well-formed databases for the purpose of data management from the initial design of the database to the implementation and query and to the application of database management tools and techniques such as data security for use in business and government organizations.

Note: There is no change to the 'Prerequisite'. Only changing the course description.

Proposed Catalog Description:

The course focuses on database development and management from database design to implementation and query. Covers industry-standard database management tools and techniques to perform functions such as table creation, data insertion, retrieval, manipulation, and analysis.
