

COURSE SYLLABUS

CTS4454 Business Intelligence and Data Mining

Section 7345

0540: Spring, 2018

View [How to be a Successful Student \(Syllabus Addendum\)](#) which provides details about success factors and links to the most current version of fluid information, such as the academic calendar.

WELCOME

Welcome to CTS4454 Business Intelligence and Data Mining. If you are reading this, then you should have successfully completed ISM4545 and CAP4770 with a grade of C or better.

INSTRUCTOR

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CCIT WEBSITE

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COURSE INFORMATION

Course Description: This course is designed to introduce students to business intelligence concepts and provide students with an understanding of data warehousing and data mining along with associated techniques and their benefits to organizations of all sizes.

Course Goals:

1. The student will define the importance of business intelligence.
2. The student will identify how various business intelligence systems can contribute to organizational success.
3. The student will apply common methods used in business intelligence.

Course Objectives:

1. The student will define the importance of business intelligence by:
 - a. describing key business intelligence terms.
 - b. determining the relevance of data to business
 - c. aligning business intelligence to organizational strategy.
2. The student will identify how various business intelligence systems can contribute to organizational success by:
 - a. examining CRM concepts and solutions.
 - b. learning data warehouse concepts and solutions
 - c. exploring data mining concepts and solutions.
3. The student will apply common methods used in business intelligence by:
 - a. identifying Key Performance Indicators (KPI's), dashboards, and reports.
 - b. using various method to analyze data
 - c. examining and presenting current trends in business intelligence software.

Course Content:

This course is broken down into eight modules designed to provide the student with an overview of business intelligence and data mining. Each module contains a prescribed reading, an assignment, and a quiz.

Basic knowledge assimilation occurs through reading the prescribed text and a number of important assignments. Knowledge is tested by assignments and activities designed to verify reading comprehension of the material presented in the assignments and activities. A number of questions will relate directly to the specific reading assignments.

This course uses weekly sessions to enrich the course and promote interaction as a vital skill in improved idea creation, analysis, and decision-making.

Prerequisites:

ISM4545 with a minimum grade of C.

CAP4770 with a minimum grade of C.

Availability of Course Content: The content of the course is available on the first day the course opens, however, there are conditions you must meet before the next module is available. The conditions to open the next module will be the completion of the weekly assignment and quiz.

REQUIRED TEXTBOOK & OTHER RESOURCE INFORMATION

Required Textbook: Business Intelligence, Analytics, and Data Science: A Managerial Perspective

Publisher Information: Pearson

ISBN: 978-0-13-463328-2

View the [Textbooks](#) site.

View the [Libraries](#) site.

LEARNER SUPPORT

View the [Accessibility Services](#) site.

If you have documentation of a disability or feel, you may have a disability:

St. Petersburg College recognizes the importance of equal access to learning opportunities for all students. Accessibility Services (AS) is the campus office that works with students who have disabilities to provide and/or arrange reasonable accommodations. Students registered with AS, who are requesting accommodations, are encouraged to contact their instructor by the first week of the semester. Students who have, or think they may have, a disability (e.g. learning disability, ADD/ADHD, psychiatric, medical/orthopedic, vision, and/or hearing), are invited to contact the Accessibility Coordinator (AC) that serves your campus for a confidential discussion. To find your AC for your specific campus, please go to the college-wide Accessibility Services website: <https://www.spcollege.edu/accessibility>

View the [Academic Support](#) site.

View the [On-Campus and Online Support](#) site.

View the [Student Services](#) site.

It is important to seek assistance from you instructor or someone from a campus Learning Support Center well in advance of the weekly due date. Do not wait until the last minute.

IMPORTANT DATES

Course Dates: View the [Academic Calendar](#).

Drop Date: View the [Academic Calendar](#).

Withdrawal Date: View the [Academic Calendar](#).

Financial Aid Dates: View the [Financial Aid Dates](#).

ATTENDANCE

View the college-wide attendance policy included in [How to be a Successful Student](#).

The college-wide attendance policy is included in the Syllabus Addendum at <http://www.spcollege.edu/addendum/>. Please refer to this addendum for complete information about the college-wide attendance policy.

For blended class sections, attendance is defined as arriving on time, participating with group discussion, and remaining until dismissed by the instructor at each meeting. The roll is taken at every class meeting. More than one missed class will likely have a negative effect on your final grade. In addition to regular attendance, active participation is also monitored. If you are not routinely completing discussion forums, quizzes, and lab assignments you risk being dropped from the course for lack of active participation. If you miss more than three classes overall you may also risk withdrawal for lack of active participation, regardless of your current course grade. Students that are withdrawn from class will no longer have access to the MyCourses content for the class.

For online class sections, attendance and participation are determined by active interaction in the weekly discussion forums and submission of assignments. Failure to complete at least 50% of the work each week will be deemed as lack of active participation in the course.

Active participation means that:

- You will have read the materials and completed any assignments by the posted due dates.
- You will engage with and respond to your peers during online or in class discussions or posts; you will listen attentively to every speaker and respond respectfully to the ideas of others both in class and in the virtual venue.
- You will exhibit a deliberate effort to apply, extend, and challenge concepts that we generate in class and in the virtual venue.
- You will demonstrate your curiosity and willingness to ask questions, advance comparisons, and make observations.

GRADING

This course offers a total of 240 points.

Points	Letter Grade
216 - 240	A
192 - 215	B
168 - 191	C
144 - 167	D
143 and below	F

COLLABORATION RULE

Students may work with other students on programming assignments, but submitted programs must be entirely the work of the submitting student. Please do not refer to course materials from previous terms.

In the MyCourses drop box for each assignment, list:

- All collaborators, including SPC tutors.
- All written sources that you consulted, other than the text and course handouts from this term.

- If you had no collaborators and consulted no written sources, then write, "I worked alone."

Homework without a collaboration statement will not be graded. Collaboration on quizzes and tests is not allowed. If you somehow violate the collaboration policy, your best option is to tell us before we notice. Mistakes you confess are forgivable.

TURNITIN

The instructor of this course may require use of Turnitin.com as a tool to promote learning. The tool flags similarity and mechanical issues in written work that merit review. Use of the service enables students and faculty to identify areas that can be strengthened through improved paraphrasing, integration of sources, or proper citation. Submitted papers remain as source documents in the Turnitin database solely for the purpose of detecting originality. Students retain full copyright to their works. Review the [Turnitin Usage Agreement](#). Students who do not wish to submit work through Turnitin must notify their instructor via course email within the first seven days of the course. In lieu of Turnitin use, faculty may require a student to submit copies of sources, preliminary drafts, a research journal, or an annotated bibliography.

ACADEMIC HONESTY

View the [Academic Honesty Policy](#).

COPYRIGHT

Copyrighted material within this course, or posted on this course website, is used in compliance with United States Copyright Law. Under that law you may use the material for educational purposes related to the learning outcomes of this course. You may not further download, copy, alter, or distribute the material unless in accordance with copyright law or with permission of the copyright holder. For more information on copyright visit: www.copyright.gov.

STUDENTS' EXPECTATIONS AND INSTRUCTOR'S EXPECTATIONS

All college-wide policies and expectations are included in the Syllabus Addendum at <http://www.spcollege.edu/addendum/>

REQUIRED INTERACTION

Assignments will be graded weekly at which time any instructor feedback will be available. Please allow 24- 48 hours for instructors to respond to emails and phone calls regarding questions about content or other concerns.

PARTICIPATION, CONDUCT, & NETIQUETTE

SPC has outlined expectations for student behavior and interaction for online discussions, email, and other forms of communication. View the Student Expectations in [How to be a Successful Student](#).

We will be using the SPC MyCourses Learning Management System and Cengage MindTap environments throughout this course. You will be using the systems to submit assignments electronically, take quizzes & exams, post to discussion forums, and for communication.

It will be the student's responsibility to complete and submit all weekly assignments prior to the deadline. There will be no extensions.

Please use proper "net etiquette" when posting to the discussion board.

STUDENT SURVEY OF INSTRUCTION

The Student Survey of Instruction is administered in courses each semester. It is designed to improve the quality of instruction at St. Petersburg College. All student responses are confidential and anonymous and will be used solely for the purpose of performance improvement.

TECHNOLOGY

MINIMUM REQUIREMENTS

View the [MyCourses Minimum Technology Requirements](#).

Students must have regular access to a computer that is connected to the Internet. It is strongly recommended that students have a broadband (high-speed) internet connection such as DSL or a cable modem. When taking online quizzes and exams (or viewing online video), students should have an internet connection that is stable and will not drop their connection. You will need access to Microsoft Word, PowerPoint, and Excel for this class. All SPC campus libraries have these programs loaded on their computers.

Students without a stable high-speed internet connection should consider arranging to take online quizzes and exams at one of the St. Petersburg College libraries (or a similar facility) where a stable high-speed internet connection is available.

Students should know how to navigate the course and use the course tools. Dropbox-style assignments may require attachments in either Microsoft Word (.doc or .docx) or Rich Text Format (.rtf), so that they can be properly evaluated. If an attachment cannot be opened by the instructor, students will be required to re-format and re-submit an assignment so that it can be evaluated and returned with feedback.

MyCourses tutorials are available to students new to this LMS and are located at the beginning of the course. Most features on MyCourses are accessible on mobile devices, although it is recommended that you use a computer for quizzes, tests, and essay assignments.

ACCESSIBILITY OF TECHNOLOGY

- [MyCourses \(Brightspace by Desire2Learn\) Accessibility](#)
- [Turnitin Accessibility](#)
- [Google \(YouTube\) Accessibility](#)
- [Microsoft](#)

This course is designed to be welcoming to, accessible to, and usable by everyone, including students who are English-language learners, have a variety of learning styles, have disabilities, or are new to online learning. Be sure to let me know immediately if you encounter a required element or resource in the course that is not accessible to you. Also, let me know of changes I can make to the course so that it is more welcoming to, accessible to, or usable by students who take this course in the future.

PRIVACY

- [MyCourses \(Brightspace by Desire2Learn\) Privacy](#)
- [Turnitin Privacy](#)
- [YouTube Privacy](#)
- [Cengage](#)

TECHNICAL SUPPORT

Technical support is available via the [Technical Support Desk](#).

DISCIPLINE-SPECIFIC TECHNOLOGY INFORMATION

REQUIRED MINIMUM COMPUTER HARDWARE AND SOFTWARE SPECIFICATIONS FOR CCIT ONLINE/BLENDED CLASSES

Item	Recommended Minimum Technology Requirements for CCIT Programs
Processor	Dual-core processor (Intel or AMD) or better (MUST BE CAPABLE OF VIRTUALIZATION)
Memory	4 GB (or higher)
Disk Storage	Adequate free space for storage of class files
Video Card	256 MB (or higher)
Monitor/Speakers	15" or larger Flat LCD Panel
Media Drive	16x DVD +/- RW
Operating System	Windows 7 (or higher)
Network Interface	High Speed Broadband Internet Connection (Cable or DSL)
Software	Microsoft Office Suite 2010 or later with the following: <ul style="list-style-type: none"> • Word • Excel • Access • PowerPoint
Access requirements	Reliable and daily access to a personal computer (PC) from day 1 of class as below: <ul style="list-style-type: none"> • Ability to download/upload documents and files • Browsers: <ul style="list-style-type: none"> ○ Internet Explorer (version 11 or higher) ○ Firefox (version 31.0 or higher) ○ Google Chrome 36.0

These are the minimum suggested technology requirements necessary to complete the programs within CCIT. All students and instructors are required to have access to a personal computer, personal high-speed access to the Internet, and a college provided email account. The "minimum requirements" pertain to Windows Operating System compatible personal computers. These minimum requirements are a general recommendation for all CCIT courses. Some courses may have additional software and hardware requirements in order for students to be successful.

NOTE: Mac computers are not acceptable for most of the courses and may cause the student undue frustrations. Instructors do not support issues with Mac computers.

INSTRUCTIONAL CONTINUITY PLAN - EMERGENCY PREPAREDNESS POLICY

The St. Petersburg College website at www.spcollege.edu is the official source of college information regarding the status of the institution. Other important information will be communicated via SPC Alert, local media outlets, and the college toll-free phone number 866-822-3978. All decisions concerning the discontinuation of college functions, cancellation of classes, or cessation of operations rest with the President or his/her designee. The College realizes that it is possible for a significant natural disaster to compromise SPC campus facilities sufficiently to disrupt the delivery of classes on campus/campuses for an extended period of time, and is planning ways our operations can continue following such an emergency.

So, in the event that a hurricane or other natural disaster causes significant damage to St. Petersburg College facilities, you may be provided the opportunity to complete your course work online. Following the event, please visit the college website for an announcement of the College's plan to resume operations.

Further, in the event of such a disaster, the instructor will continue using the Learning Management System (LMS) of MyCourses for continuation of all required learning and instructional activities in this course, including the issuing of graded online assignments and expectation of student completion of those graded assignments.

Therefore, in order to keep up with all activities in this course during and after a natural disaster, please plan to continue this course by maintaining online access to MyCourses in lieu of meeting in a classroom—possibly through duration of the course's regularly scheduled end date. We will finish this course in MyCourses, as directed by your instructor online, and your instructor will use all graded assignments—both online and formerly on-campus—to assess and issue your final letter grade for this course, as normally planned, despite occurrence of the natural disaster.

TIME COMMITMENT

This is a 3-credit course conducted over 8 weeks. On average, students should expect to spend approximately 12 hours per week on course activities and assignments. Spending less time would be insufficient for success in this course.
