

**Syllabus**  
**Campbell University**  
**Business Policy (BADM - 345)**  
**Quantitative Analysis (Blended)**

**Instructor:** W. Michael Joyce, PhD; ABD

**Telephone:** (919) 349-3349 - cell

**e-mail:** [joycew@campbell.edu](mailto:joycew@campbell.edu)  
[micjoy2020@aol.com](mailto:micjoy2020@aol.com)

**Textbook:** **An Introduction to Management Science – Quantitative Approaches to Decision Making (with software)**  
**By: D. Anderson, D. Sweeny, T. Williams, J. Camm, and K. Martin, Thirteenth Edition, cc 2011**

**ISBN No:** 13:978-1-4390-4327-1

**Course Description:**

This course is designed to acquaint students with the role quantitative analysis plays in business and economic decision making. The course utilizes computer models to solve a variety of business problems dealing with forecasting, project management, maximizing profits and minimizing cost. Class participation is a very important part of the class.

**Course Requirements:**

1. Complete all reading assignments and be prepared to discuss cases in class.
2. Perform individual research and reading of daily publications (i.e. The Wall Street Journal, Forbes, Business Week, the Internet, and The News and Observer or Fayetteville Times) to identify articles relevant to class topics.
3. Complete all homework assignments.
4. Participate in class discussions.

**Learning Outcomes:**

1. To establish a better understanding of the importance of using business analysis to make better business decisions.
2. To understand the different software modules available for conducting analysis such as trending, project management, inventory, transportation, and linear programming.
3. To develop a better understanding of Business Intelligence and how it is being used in the market place.

4. To develop a better understanding of how to analysis a business from a financial and operational perspective.

**Grading**

Test No. 1	30 %
Test No. 2	30 %
Business Intelligence Research Paper	20 %
Blackboard Assignments	20 %

**CAMPUS REQUIREMENTS**

**Campbell University's Statement of Purpose:**

Campbell University is a university of the liberal arts, sciences, and professions which is committed to helping students develop an integrated Christian personality characterized by a wholeness that includes: a method of critical judgment; an appreciation of our intellectual, cultural, and religious heritage; and a sensitive awareness of the world and society in which they live and work with persons.

This course is consistent with the aforementioned purpose and provides students a positive environment for learning.

**ADA Statement:** Students with documented disabilities who desire modifications or accommodations should contact the Office of Student Support Services located in the University's Hight House.

**Attendance:** Campbell's attendance policy states that regular attendance is mandatory. Students may miss only 15% of classes. Any student missing more than 15% of classes may fail the course due to a lack of attendance.

- Classes meeting 1 time per week – 1 class per 9 week term (This includes blended classes.)
- Classes meeting 2 times per week – 3 classes per 9 week term
- Classes meeting 3 times per week – 4 classes per 9 week term

Students who are aware that they will miss a class should inform the instructor *before class*.

**Independent Studies:** IS students will utilize this syllabus to guide their work and are expected to perform at the same pace identified herein with all assignments submitted on Blackboard.

**Grading Policy:** Official grades are issued for each student at the end of each term. Students will be graded by the letter grade system shown below.

- A – 90 –100 Excellent
- B – 80 – 89 Good
- C – 70 – 79 Average
- D – 60 – 69 Below Average
- F – Below 60 Unsatisfactory

**Inclement Weather:** Campbell University’s policy is to remain in operation during periods of inclement weather. If extreme or emergency weather develops, the University will work through those situations as they develop. Please call the weather hot line to determine if the campus will be closed due to inclement weather.

**Incomplete Work:** Work that is not turned in as scheduled will be accepted but must be turned in prior to the end of the term.

**Internet/Email Requirements:** Students are expected to regularly monitor their Campbell email account. Important information or instructions may be emailed to these accounts.

**Missed Classes:** Scheduled class assignments (tests, quizzes, etc.) may be re-scheduled or made-up with a prearranged, excused absence.

**Plagiarism:** Plagiarism is any use of another person’s words or ideas without giving proper credit to the person from whom you borrowed the words or ideas. Plagiarism is the theft of intellectual property. Plagiarism includes the following:

- Failing to cite properly any direct or indirect quotation(s) from professionally written materials (books, journal articles, etc.) student papers, projects, presentations, etc.
- Submitting as your own work a paper, project, or presentation that you did not compose (that is, write, compile, draw, etc.)
- Allowing another person to write your paper or develop your presentation or assignment.

Students who plagiarize will be subject to failing the assignment and/or failing the course. Additional sanctions may be imposed by the Campus Director. See the Extended Campus Student Handbook for further information.

**Turnitin.com:** “Turnitin.com” is a web-based service that provides online reviews of written material to judge if it has been copied from another source. Turnitin.com is used to evaluate the possibility of a student plagiarizing or cheating on written material. The instructor may require students to submit written work in an electronic format for the purpose of utilizing the Turnitin.com service.

**Class Schedule:**

<b>Date:</b>	<b>Week</b>	<b>Classroom Topic</b>	<b>Homework</b>
Week 1	Chapter 15 - Forecasting		Problems Ch-15=12, 14, 18, 32 Read Chapter 9
Week 2	Chapter 9 - PERT		Problems Ch-9= 8, 13, 18 Read Chapter 10
Week 3	Chapter 10 - Inventory		Problems Ch-10 = 1, 3, 15, 16 <b>Test No. 1</b>
Week 4	Chapter 1 – Introduction to LP Chapter 2 - Linear Programming		Read Chapters 1 and 2 Problems Ch-1= 10, 11, 16 Problems Ch- 2=14, 20, 21
Week 5	Chapter 2 - Continued Chapter 3 - Solutions		Read Chapter 3 Problems Ch- 2 = 10, 15, 26
Week 6	Chapter 4 - Applications		Read Chapter 4 Problems Ch-3=3, 7, 11, 15, 24 <b>Test No. 2</b>
Week 7	Chapter 6 - Transportation		Problems Ch-4=5, 10, 15, 25
Week 8	Chapter 13 – Decision Analysis		<b>Business Intelligence Paper</b>

**Additional Information:** *(The instructor may provide additional, explanatory information as desired such as information contained on the instructor's webpage that supports the course.)*

**Blackboard Assignments**

**Individual blackboard assignments are to be posted on the Blackboard. Read and respond to at least two other postings. All postings are due weekly.**

**Blackboard Assignment #1** – Select any public company and project the stock price at the close of business. Compare that price to the actual stock price and calculate the error of the forecast (Actual – Forecast). Use at least a month of historical data and three of the models provided in Chapter 15.

**Blackboard Assignment #2** – For the same company used in Assignment #1, conduct a financial analysis of its income statement including a Performa income statement for 2012.

**Blackboard Assignment #3** – Review Appendix A (Pp 786-797) and work problem #1.

**Blackboard Assignment #4** – Complete review of Appendix A and work problem #5.

**Blackboard Assignment #5** – TBD

### **Business Intelligence Research Paper for BADM 345**

The purpose of this paper is to develop an understanding of the capabilities of business intelligence software as it being used in the business world today. The project is to select a software package such as SAS or Oracle on which to conduct an analysis. The analysis should be conducted as you are making a buying recommendation to your organization for the best BI software package to purchase. Cost is not a factor. Cite the reasons why you selected your preferred package and justify that decision with sound reasoning.

The research paper should be 5-7 pages in length 1.5 times spacing and 1" borders. Content should be in business report format.

Business format includes:

Cover Page,

Executive Summary

Introduction

Presentation and discussion of information

Results and Conclusions

Recommendations