# Sonoma State University

## Spring 2018

### Business 580

<table>
<thead>
<tr>
<th><strong>Course</strong></th>
<th>Advanced Business Analytics</th>
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</thead>
<tbody>
<tr>
<td><strong>Instructor</strong></td>
<td>Dr. Steven S. Cuellar</td>
</tr>
<tr>
<td><strong>Meetings</strong></td>
<td>Tuesday</td>
</tr>
<tr>
<td><strong>Time</strong></td>
<td>7-9:40pm</td>
</tr>
<tr>
<td><strong>Room</strong></td>
<td>Salazar Hall 2023</td>
</tr>
<tr>
<td><strong>Office Hrs.</strong></td>
<td>TTH 12-1pm</td>
</tr>
<tr>
<td><strong>Office</strong></td>
<td>Stevenson 2026N</td>
</tr>
<tr>
<td><strong>E-Mail</strong></td>
<td><a href="mailto:Steve.Cuellar@Sonoma.edu">Steve.Cuellar@Sonoma.edu</a></td>
</tr>
<tr>
<td><strong>Phone</strong></td>
<td>Office-664-2305</td>
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<tr>
<td><strong>Secretary</strong></td>
<td>664-2377</td>
</tr>
</tbody>
</table>

## Course Content

### Optional Texts

### Course Description
The course introduces students to methods of data driven decision making. This is a hands-on driven course where we analyze topics related to management, marketing and finance such as pricing, promotion, branding, estimating return on investments and forecasting. The course will make extensive use of modern data driven analytical methods including simple and multiple regression models.

### Role in the Program
This course is a core requirement of the MBA curriculum.

### Learning Objectives
- Understanding-The course provides an understanding of data and data analytic techniques.
- Applying-The course utilizes a hands-on application of the methods covered in the course.
- Analyzing-The course analyzes data to make business decisions.
- Evaluating-The course provides methods of decision evaluation.
- Creating-The course demonstrates how to create tests used to evaluate business decisions.

### Problem Sets
The course will consist of a series of equally weighted problem sets given each week. Each problem set will involve the analysis of a specific issue using data and the data analytic methods described in class.

### Final Grade
Your final course grade will be determined solely by your grade on the problem sets.

### Attendance
Regular class attendance is important because the material needed to complete the problem sets will come from class lectures. Thus, it is highly recommended that you attend class on a regular basis.

### Academic Dishonesty
Students are encouraged to work together, however, academic dishonesty will not be tolerated. Students who submit identical problem sets will receive a grade of zero on the offending assignment. Repeat offenses will result in a grade of zero on all assignments. If you are having difficulty with the course work, please see me!

### Note
Any student with a disability requiring an accommodation should make this need known to the instructor during the first class period. Every effort will be made to accommodate your needs.