

CBAD 492 - DATA ANALYSIS AND BUSINESS MODELING
WALL COLLEGE OF BUSINESS
COASTAL CAROLINA UNIVERSITY
Fall 2022

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Office Hours: Wednesday 1pm to 4pm (or by appointment)

Class Web Sites: <https://moodle.coastal.edu/my/>

COURSE DESCRIPTION:

CBAD 492 Data Analysis and Business Modeling (3 credits), (Prereq: CBAD 292), This course provides a thorough working knowledge of business modeling and analysis techniques using a variety of statistical tools for common and complex business problems. The course challenges students to use critical thinking and analysis to find effective solutions to real-life situations using data. F, S

STUDENT LEARNING OUTCOMES:

Upon completion of this course, you should be able to:

1. Financial modeling and analysis of diverse business problems
2. Summarizing, reporting, manipulating, and analyzing data through the use of mathematical and statistical functions
3. Explore evaluation and analysis modeling techniques to create bottom-line results of forecasts, simulations, and sensitivity analyses
4. Understand relational database construction and integration including use of Pivot Tables and Descriptive Statistics
5. Understand and utilize trend analyses as well as advanced functions

REQUIRED TEXT AND OTHER COURSE MATERIALS:

1. Microsoft Excel 2019 Data Analysis and Business Modeling, 6th Edition, Pearson
2. Microsoft Office with Excel (available in the computer labs and sold through the university)

Attendance and Submission Policy

Late assignments will not be accepted and exams will not be rescheduled without PRIOR approval from the instructor. It is the student's responsibility to notify me if they have missed

assignments or work due to emergencies. I am willing to make arrangements in the case of family travel, events or other unanticipated conflicts provided they are made **in advance**.

Academic Responsibility

Each student has an Academic Responsibility to comply with the Code of Student Conduct as written in the Coastal Carolina University Student Handbook. Violations of the Code of Student Conduct will not be tolerated. Any such violations will be addressed in strict accordance with Coastal Carolina University guidelines. Each student is responsible for reviewing the Code of Student Conduct and associated disciplinary policy as outlined in the CCU Student Handbook

The following behavioral examples violate this code (so don't do these): Cheating, Plagiarism, Perjury, Classroom or Instructional Disruption, Misuse of University Equipment, Misuse of University Documentation, Fraud or Misrepresentation. Students who choose to violate the code will receive the letter grade of "F" for the course.

Grading Policy and Procedures

Enrollment in a course obligates the student not only for prompt completion of all work assigned but also for punctual and regular attendance and for participation in whatever class discussion may occur. It is the student's responsibility to stay informed concerning all assignments made. Absences, whether excused or unexcused, do not absolve the student from this responsibility.

Each of the following symbols will become a permanent part of the student's academic record when assigned. **A, B+ and B, C+ and C, D+ and D, and F** carry the traditional academic connotations of excellent, good, average, poor, and failing performance, respectively. Please note that while I do try to keep Moodle accurate, Moodle is NOT and never will be an official representation of your current standing in the course.

Final Grades:	A	90-100	C	70-74
	B+	85-89	D+	65-69
	B	80-84	D	60-64
	C+	75-79	F	0-5

COURSE TOPICS:

- Basic spreadsheet modeling
- Range names
- Lookup functions
- INDEX and MATCH function
- Date and time functions
- Text functions (TRIM, LEN, REPT, SUBSTITUTE, CLEAN, and CONCATENATE)
- IF, IFS, CHOOSE, and SWITCH functions
- Sensitivity analysis with data tables

- Goal Seek command and scenario Manager for sensitivity analysis
- COUNTIF, COUNTIFS, COUNT, COUNTA, and COUNTBLANK functions
- SUMIF, AVERAGEIF, SUMIFS, and AVERAGEIFS functions
- Conditional formatting
- Tables and sorting in Excel
- Spin buttons, scroll bars, option buttons, check boxes, combo boxes, and group list boxes
- Importing data from a text file or document
- Validating data
- Summarizing data by using histograms and Pareto charts, descriptive statistics, and database statistical functions
- Using PivotTables and slicers to describe data
- Filtering data and removing duplicates
- Consolidating data and creating subtotals
- Estimating relationships (straight-line, exponential growth, power curve)
- Using correlations to summarize relationships
- Introduction to multiple regression