

MBA 880 BUSINESS ANALYTICS Sections 001, 011

2026 FALL

INSTRUCTOR DETAILS:

Instructor: [REDACTED]
Office Hours: [REDACTED]
Phone: [REDACTED]
Email: [REDACTED]

CLASS DETAILS:

Class Dates: [REDACTED]
Class Times: [REDACTED]
Class Location: [REDACTED]
Final Exam: [REDACTED]

COURSE DESCRIPTION

This course is an introduction to business analytics. Students will learn descriptive and predictive business analytics tools and techniques and valid and reliable ways to collect, analyze and visualize data. Students will also learn to identify patterns in data to inform decision making. The course is designed for students without a background in operations management.

LEARNING OBJECTIVES / OUTCOMES

Outcomes will be determined by test results for the following objectives:

- Understanding of the four foundational aspects of business analytics and how they relate to problems involving business models, business intelligence, and data analysis: descriptive analytics, data wrangling and visualization, probability, and predictive analytics (linear regression).
- Demonstrating the use and application of these foundational analytics aspects in business decision-making; and
- Preparation and delivery of high-impact materials and presentations that describe alternatives and recommendations based on analytics results.

To reinforce the learning outcomes, students will be encouraged to share scenarios relevant to their circumstances for class discussion.

COURSE EXPECTATIONS

This course will entail a combination of lectures, case discussions, videos and guest speakers. Accordingly, **regular attendance** in class and active participation in classroom activities are **required**. Students are expected to prepare in advance for class and be able to participate in class discussions on articles, etc. It is expected that students will read and prepare appropriately for

every class. Please read each section of the course outline for expectations on all components of the course. All material covered in class is considered testable material.

CLASS DELIVERY

This is a Hyflex class with synchronous in-person and on-line delivery. Zoom is used for on-line delivery. On-line sessions are not recorded or archived.

COURSE MATERIALS

Text: (Custom eBook) **Business Analytics, BUS 377, University of Regina, 1st Edition**

ISBN-13: 978-1-77474-490-1, available at the Campus Store:

<https://www.bkstr.com/ureginastore/shop/textbooks-and-course-materials>

If cases are to be ordered for this course, be aware that your student accounts will be charged.

COURSE ASSESSMENT

For a description of the grading system, consult the Faculty of Graduate Studies and Research (FSGR) link here: <https://www.uregina.ca/graduate-studies-research/graduate-calendar/grading.html>

Course work will be assessed using four assignments and a final exam (no mid-term exam). It is highly recommended that students write their assignments in-person in ED 531 (Computer Lab), using the computers provided during the designated class. If necessary, synchronous on-line proctored exams can be arranged. Regardless of the assignment delivery method, **no deferred assignments will be granted** except as permitted by Academic Regulations (see below).

DESCRIPTION OF ASSESSMENT

The evaluation for this course will include the following components:

Evaluation Components	Evaluation Type	Date	Weight
Assignment #1: Descriptive Analytics	Individual	Sep 17	15%
Assignment #2: Data Wrangling & Visualization	Individual	Oct 06	15%
Assignment #3: Probabilities	Individual	Oct 27	15%
Assignment #4: Prescriptive Analytics	Individual	Nov 26	15%
Final Exam	Individual	Dec 09	40%
Total			100%

ACADEMIC REGULATIONS

Request for Deferred or Late Submission of Work. Due to the nature of the testing requirements for this course, deferrals on deadlines for completion of assignments or examinations may be considered only in the most extreme and legitimate circumstances beyond the student's control. The form for requesting a deferral can be found here: <https://www.uregina.ca/graduate-studies-research/current-students/forms.html>

FSGR Academic Regulations can be found here: <https://www.uregina.ca/graduate-studies-research/index.html>

ACADEMIC INTEGRITY

Academic integrity requires students to be honest and responsible in all learning environments. Academic assignments exist to help students learn; grades exist to show how fully this goal is attained. Therefore, all work and all grades should result from a student's own understanding and effort. The principles of academic integrity include, but are not limited to:

- Completing your own work;
- Documenting your research and citing the works of others;
- Acting ethically and with integrity as you pursue your academic studies;
- Upholding the ethical or professional code of the profession for which you are preparing;
- Being accountable and taking responsibility for your actions; and
- Learning from your mistakes.

Acts of academic misconduct include acts which contravene the general principles of academic integrity. All forms of academic misconduct are considered serious offences within the University community. The possible penalties for an act of academic misconduct include any one or more of the following, or any other appropriate penalty at the discretion of the Investigating Dean:

- Reduction of a grade on an assignment, essay, report, or examination;
- Notation on the student's file;
- Zero credit on an assignment, essay, report, or examination;
- Reduction of a grade in a course;
- Zero credit in a course;
- A grade of XF (academic misconduct);
- Loss and/or repayment of scholarships and other awards;
- Requirement to take a course in ethics and/or academic integrity;
- Suspension or expulsion from a program;
- Suspension or expulsion from the University; or
- Withholding or rescission of a credential.

Use of Artificial Intelligence (AI): To preserve the integrity and quality of student work, students are strictly prohibited from integrating or referencing AI-generated content in any graded coursework submissions. Use of AI content in non-graded coursework is permitted but must be cited.

Any use of generative AI tools in graded academic work is considered academic misconduct and will be reported to an Investigating Dean.

Students enrolled in Business courses at the University of Regina are expected to adhere rigorously to principles of intellectual integrity. For more information, please consult and/or access the resources made available on the University of Regina Academic Integrity Hub: <https://academic-integrity.uregina.ca/>.

Important Notice

Any level of suspected academic misconduct will be referred to the Associate Dean of Graduate Programs for investigation. An offence, whether intentional or not, could carry a penalty of a notation on your student file or transcript and/or a grade of zero on the assignment/exam, a grade of zero or XF in the course, or expulsion from the University of Regina.

STUDENT RESOURCES

UR Accommodated – Centre for Student Accessibility

Student Accessibility upholds the University of Regina's commitment to a diverse and inclusive learning environment by providing services and supports for students based on disability, religion, family status, and gender identity, as mandated under Saskatchewan Human Rights legislation and the Duty to Accommodate. Student Accessibility aims to encourage independence, self-advocacy, and equity for all students, while maintaining privacy and confidentiality. Accommodation services and supports are provided from pre-entry through graduation. Students are encouraged to register with Student Accessibility early in order to ensure that registration is complete prior to the beginning of classes.

Students who need these services are encouraged to register with the Centre for Student Accessibility to discuss the possibility of academic accommodations and other supports as early as possible. For more information, see the Center for Student Accessibility website at <https://www.uregina.ca/student/accessibility/centre-Accessibility/index.html>

Student Mental Health

Counselling services are available to provide accessible, evidence-based, and inclusive psychological services. Mental health and wellbeing is an important component of student success. As such, counselling services strives to support students through responsive, skills-based and proactive engagement. For more information, see the counselling services website at <https://www.uregina.ca/student/counselling/>

Writing Assistance

The Student Success Centre (SSC) offers personalized support services designed to encourage and assist students with academic challenges, develop skills, set goals and connect with others. Both on-line and in-person services, including tutoring and writing skills, are available. <https://www.uregina.ca/student-success-centre/index.html>

CLASS SCHEDULE (e.g., date, topics, reading required, etc.)

Classes are 75 minutes – 5:30pm to 6:45pm

Date	Class	Topic	Reading	Notes
Sep 01 T	1	Welcome & Overview: BA Foundations		
Sep 03 R	2	Descriptive Analytics (1)	Chp 2: 2.1 - 2.3	
Sep 08 T	3	Descriptive Analytics (2)	Chp 2: 2.4 - 2.6	
Sep 10 R	4	Descriptive Analytics (3)	Chp 2: 2.7	
Sep 15 M Last day to drop classes (no record)				
Sep 15 T	5	Descriptive Analytics Case		
Sep 17 R	6	<i>In-Class Assignment #1</i>		
Sep 22 T	7	Data Wrangling (1)	Chp 4: 4.1 - 4.2	
Sep 24 R	8	Data Wrangling (2)	Chp 4: 4.3 - 4.5	
Sep 29 T	9	Data Visualization (1)	Chp 3: 3.1 - 3.3	
Oct 01 R	10	Descriptive Analytics (4)	Chp 2: 2.8	
Oct 06 T	11	<i>In-Class Assignment #2</i>		
Oct 08 R	12	Probabilities (1)	Chp 5: 5.1 - 5.2	
Oct 13 T	13	Probabilities (2)	Chp 5: 5.3	pages 205 - 210
Oct 15 R	14	Probabilities (3)	Chp 5: 5.6	pages 227 - 229; 231 - 236
Oct 20 T	15	Data Visualization (2)	Chp 3: 3.3	pages 117 - 119
Oct 22 R	16	Probabilities Case		
Oct 27 T	17	<i>In-Class Assignment #3</i>		
Oct 29 R	18	Predictive Analytics (1)	Chp 8: 8.1 - 8.3	
Nov 03 T	19	Predictive Analytics (2)	Chp 8: 8.1 - 8.3	
Nov 05 R	20	Guest Speaker (TBA)		<i>Mandatory Attendance</i>
No classes – Spring Break (Nov 9 – 14)				
Nov 17 T	21	Predictive Analytics (3)	Chp 8: 8.4	

Date	Class	Topic	Reading	Notes
Nov 19 R	22	Predictive Analytics (4)	Chp 8: 8.4	
Nov 24 T	23	Predictive Analytics Case		
Nov 26 R	24	<i>In-Class Assignment #4</i>		
Dec 01 T	25	Business Analytics Case (1)		
Dec 03 R	26	Business Analytics Case (2)		
Dec 09 W	-	Final Exam: Dec 09, 7pm – 10pm Location: ED 514 Final Grades Submitted to Assoc Dean: by Dec 16		

Important Notice This schedule is subject to change. Students will receive as much advance notice as possible. Check UR Courses frequently for updates.