Proposal Form For Addition And Revision Of Courses

1. Proposing College / School: College of Business
   Department: Aviation & Supply Chain Management

2. Course Prefix and Number: BUAL 5860/6860/6866
   3. Effective Term: Spring 2014

4. Course Title: Communicating Quantitative Results in Business
   Abbreviated Title (30 characters or less): Comm. Quant. Results in Bus.

5. Requested Action:
   - Renumber a Course
   - Add a Course
   - Revise a Course

6. Course Credit:
<table>
<thead>
<tr>
<th>Contact/Group Hours</th>
<th>Scheduled Type (e.g.: Lab, Lecture, Practicum, Directed Study)</th>
<th>Weekly or Per Term?</th>
<th>Credit Hours</th>
<th>Anticipated Enrollment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maximum Hours</td>
<td>Lecture</td>
<td>Weekly</td>
<td>3</td>
<td>15</td>
</tr>
</tbody>
</table>
   Total Credit Hours: 3

7. Grading Type:
   - Regular (ABCDF)
   - Satisfactory/Unsatisfactory (S/U)
   - Audit

8. Prerequisites/Corequisites:
   Use "P:" to indicate a prerequisite, "C:" to indicate a corequisite, and "P/C:" to indicate a prerequisite with concurrency.
   MNGT 2600, MNGT 3600, BUAL 5650/6650/6656, BUAL 5610/6610/6616 or equivalent

9. Restrictions: List specific restriction in space above.
   - College
   - Major
   - Standing
   - Degree

10. Course Description:
    (20 Words or Less; exactly as it should appear in the Bulletin)
    A case-based, project-oriented approach to business decision making based on company’s mission and strategic objectives.

11. May Count Either: Program Type or Program Title
    (Indicate if this particular course cannot be counted for credit in addition to another)
    - Major
      - BSBA in Business Analytics
      - Required
    - Minor
      - Minor in Business Analytics
      - Required

12. Affected Program(s):
    (Respond “N/A” if not included in any program; attach memorandum if more space is required)
    - Major
      - BSBA in Business Analytics
      - Required
    - Minor
      - Minor in Business Analytics
      - Required

13. Overlapping or Duplication of Other Units’ Offerings:
    (If course is included in any other degree program, is used as an elective frequently by other unit(s), or is in an area similar to that covered by another college/school, attach correspondence with relevant unit)
    - Applicable
    - Not Applicable
14. Justification:
Topical content fundamental for Business Analytics major/minor

(Include a concise, yet adequate rationale for the addition/revision of the course, citing accreditation, assessments (faculty, graduate, and/or external) where applicable)

15. Resources:
Dean will shift resources within College as necessary.

(Indicate whether existing resources such as library materials, classroom/laboratory space, and faculty appointments are adequate to support the proposed addition/revision; if additional resources are required, indicate how such needs will be met, referencing the appropriate level of authorization -- i.e.: Dean -- where necessary; if no additional resources or shifting of resources will be necessary, respond “Not Applicable”)

16. Student Learning Outcomes:
BUAL 5860/6860/6866

- Develop effective graphical and numerical summaries of analyses for presentation to business audience.
- Develop effective presentations for approval of senior management.
- Develop executive summaries and briefs to senior management.
- Develop corporate whitepapers for senior management.

(State in measurable terms (reflective of course level) what students should be able to do when they have completed this course)

17. Course Content Outline:
BUAL 5860/6860/6866 Communicating Quantitative Results in Business
Proposed Course Calendar

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>Deliverable</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-7</td>
<td>Based on selected cases, review of relevant techniques and approaches in business analytics.</td>
<td>Project presentations. Project reports. Homework, as assigned.</td>
</tr>
<tr>
<td>8-15</td>
<td>Based on selected cases, review of relevant techniques and approaches in business analytics.</td>
<td>Project presentations. Project reports. Homework, as assigned.</td>
</tr>
</tbody>
</table>

(Provide a comprehensive, week-by-week breakdown of course content, including assignment due dates)

18. Assignments / Projects:
A case-based, project-oriented approach will be followed in the course to accomplish the learning objectives. Based on cases identified by the instructor or those based on real-world situations, students will complete two major projects during the term. Each project will be thoroughly analyzed from a business-decision making point of view. The company’s mission and strategic objectives will be incorporated in defining the problem to be addressed. Thereafter, the existing situation will be studied through analysis (graphical and numerical) of the data available. Since high-impact, upper-level decisions need to obtain the approval of senior management, students will be expected to present a convincing case of their approach for analyses and necessary recommendations to the business organization for management to adopt. Along these lines, both oral and written methods of communication will be emphasized. Each student will make oral presentations, which will not only be evaluated by the instructor, but also by peers. Clarity of presentation along with the appropriateness of the analyses and the recommendations will be used as criteria. Additionally, each student will submit a written report, which will be evaluated by the instructor.

Homework: Small problem sets will be assigned. Completing these homework assignments is a requirement of the course.
19. Rubric and Grading Scale:

**REQUIREMENTS AND GRADING**

Project 1.................................................. 40%
Project 2.................................................. 40%
Homework Assignments........................... 20%

Grading Policy: A>90%, B>80%, C>70%, D>60%, F<60%.

(List all components of the course grade -- including attendance and/or participation if relevant -- with point totals for each; indicate point totals and ranges or percentages for grading scale; for S/U grading, detail performance expectations for a passing grade.)

20. Justification for Graduate Credit:

**Justification for Graduate Credit:**

There will be additional requirements for graduate students, which will lead to a different set of weights, compared to undergraduate students, for determination of course grade. A research paper will be required of graduate students (15%). The paper must provide a thorough and complete review of a chosen topic in the business analytics area. The topical area will be selected through discussion with the instructor. Importance will be given to the relevancy of the topic in business decision-making. Further homework assignments for graduate students may have supplementary segments, beyond that required for undergraduates. The requirements for graduate students are as follows:

Project 1.................................................. 35%
Project 2.................................................. 35%
Research Paper......................................... 15%
Homework Assignments........................... 15%

(Include a brief statement explaining how the course meets graduate educational standards (i.e.: rigorous standards for evaluation, development of critical thinking and analytical skills, etc.).)

(Include below are standard statements regarding course policies. If necessary, a statement may be altered to reflect the academic policies of individual faculty members and/or the academic unit or department, provided that there is no conflict with the Tiger Cub, Faculty Handbook, or any existing university policy.)

**POLICY STATEMENTS**

**Attendance:** Although attendance is not required, students are expected to attend all classes, and will be held responsible for any content covered in the event of an absence.

**Excused Absences:** Students are granted excused absences from class for the following reasons: illness of the student or serious illness of a member of the student’s immediate family, the death of a member of the student’s immediate family, trips for student organizations sponsored by an academic unit, trips for university classes, trips for participation in intercollegiate athletic events, subpoena for a court appearance, and religious holidays. Students who wish to have an excused absence from class for any other reason must contact the instructor in advance of the absence to request permission. The instructor will weigh the merits of the request, and render a decision. When feasible, the student must notify the instructor prior to the occurrence of any excused absences, but in no case shall such notification occur more than one week after the absence. Appropriate documentation for all excused absences is required. Please see the Tiger Cub for more information on excused absences.

**Make-Up Policy:** Arrangement to make up a missed major examination (e.g., hour exams, mid-term exams) due to properly authorized excused absences must be initiated by the student within one week of the end of the period of the excused absence(s). Except in unusual circumstances, such as the continued absence of the student or the advent of university holidays, a make-up exam will take place within two weeks of the date that the student initiates arrangements for it. Except in extraordinary circumstances, no make-up exams will be arranged during the last three days before the final exam period begins.

**Academic Honesty Policy:** All portions of the Auburn University student academic honesty code (Title XII) found in the Tiger Cub will apply to university courses. All academic honesty violations or alleged violations of the SGA Code of Laws will be reported to the Office of the Provost, which will then refer the case to the Academic Honesty Committee.

**Disability Accommodations:** Students who need special accommodations in class, as provided for by the Americans With Disabilities Act, should arrange for a confidential meeting with the instructor during office hours in the first week of classes (or as soon as possible if accommodations are needed immediately). The student must bring a copy of their Accommodation Letter and an Instructor Verification Form to the meeting. If the student does not have these forms, they should make an appointment with the Program for Students with Disabilities, 129B Haley Center, 844-2066 (V/TT).