

BUS 3700 - Business Analytics

Summer 2026 Syllabus, Section 01, CRN 30907,

Credit hours: 3

Instructor

Courtney Borruso

Professional Qualifications:

MS Business Analytics, University of Akron, 2024

MS Medical Education, LECOM, 2009

Doctor of Osteopathic Medicine, LECOM, 2006

Tableau Desktop Foundations Certification, 2025

Certified Lean Six Sigma Black Belt, 2023

Principal Lecturer

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Preferred Contact Method: Email

Communication Expectations:

I will respond to emails within 24 hours Monday - Friday and 48 hours on weekends and holidays. Emails sent after 7 pm may be responded to the next business day.

How to Refer to me:

Mrs. Borruso or Courtney

Course Description

3700. Business Analytics. Business analytics involves the acquisition, evaluation, and analysis of information for decision-making. This course introduces students to the application of business statistics enabling evidence-based decision-making and problem solving and will cover the four areas of analytics. These are: 1) descriptive (what happened?); 2) diagnostic (why did it happen?); 3) predictive (what will happen and is there a pattern?); and prescriptive (how can we make it happen?). Prereq.: BUS 2600, 2.5 GPA. 3 s.h.

Course Readings

Group	Title	Author	ISBN
Required	Introduction to Business Analytics with Connect	Richardson	

The course readings are subject to change in the event of extenuating circumstances, research developments, current events, and/or to ensure better learning.

Schedule of Topics and Assignments

Week of	Reading(s)	Proposed Topic	Due/To Prepare for Class
5/11	Richardson CH 1: 1.1, 1.2, 1.5, 1.6 Richardson CH 2: 2.1 – 2.4	Course Introduction - Syllabus Review & Quiz - CH 1: Using Business Analytics to Solve Business Questions - Excel Review - CH 2: Obtain the Data: Introduction to Business Data Sources - Chapter 2 Practice Labs - Final Group Project Details Available in Blackboard once syllabus quiz completed	DUE MONDAY, 5/11/26 @ 11:59 PM - Mandatory Syllabus Quiz – a 100% is required for course modules to open Due SUNDAY, 5/17/26 @ 11:59 PM: - Chapter 2: Smartbook Reading & Knowledge Check - Connect Statistics Primer - Connect Excel Primer - Connect CH 2 Online Quiz - Connect CH 2 Homework - Discussion Post # 1
5/18	Richardson CH 3: All Sections Richardson CH 4: All Sections	CH 3: Analyze the Data: Basic Statistics - Chapter 3 Practice Labs - CH 4: Analyze the Data: Explore Descriptive and Diagnostic Analytics - Chapter 4 Practice Labs	Due SUNDAY, 5/24/26 @ 11:59 PM: - Chapter 3: Smartbook Reading & Knowledge Check - Connect CH 3 Online Quiz - Connect CH 3 Homework - Chapter 4: Smartbook Reading & Knowledge Check - Connect CH 4 Online Quiz - Connect CH 4 Homework - Discussion Post # 2
5/25	Richardson CH 5: 5.1, 5.2, 5.4, 5.5 Richardson CH 6: All Sections	Ch 5: Analyze the Data: Intro to Predictive and Prescriptive Analytics - Chapter 5 Practice Labs - CH 6: Report the Results: Data Visualization - Chapter 6 Practice Labs	Due SUNDAY, 5/31/26 @ 11:59 PM: - Chapter 5: Smartbook Reading & Knowledge Check - Connect CH 5 Online Quiz - Connect CH 5 Homework - Chapter 6: Smartbook Reading & Knowledge Check - Connect CH 6 Online Quiz
6/1	Richardson CH 7: All Sections	CH 7: Marketing Analytics - Chapter 7 Practice Labs Course Time to Work on Midterm Exam Chapters 1-6	Due SUNDAY, 6/7/26 @ 11:59 PM - Chapter 7: Smartbook Reading & Knowledge Check - Connect CH 7 Online Quiz - Connect CH 7 Homework Due SUNDAY, 6/7/26 @ 11:59 PM - ***MIDTERM EXAM DUE IN BLACKBOARD CHAPTERS 1-6 ***
6/8	Richardson CH 8: All Sections Richardson CH 9: All Sections	CH 8: Accounting Analytics - Chapter 8 Practice Labs - CH 9: Financial Analytics - Chapter 9 Practice Labs	Due SUNDAY, 6/14/26 @ 11:59 PM: - Chapter 8: Smartbook Reading & Knowledge Check - Connect CH 8 Online Quiz - Connect CH 8 Homework - Chapter 9: Smartbook Reading & Knowledge Check - Connect CH 9 Online Quiz - Connect CH 9 Homework - Discussion Post # 4
6/15	Richardson CH 10: All Sections Richardson CH 11: All Sections	Ch 10: Operations Analytics - Chapter 10 Practice Labs - CH 11: Advanced Business Analytics - LinkedIn AI Analytics Videos	Due SUNDAY, 6/21/26 @ 11:59 PM: - Chapter 10: Smartbook Reading & Knowledge Check - Connect CH 10 Online Quiz - Connect CH 10 Homework - Chapter 11: Smartbook Reading & Knowledge Check - Connect CH 11 Online Quiz - Connect CH 11 Homework - Discussion Post # 5 This is the last day to submit Extra Credit for this course
6/22	No Assigned Readings this Week	Course Time to Continue Working on Your Final Group Project and Individual Reflections	Due FRIDAY, 6/26/26 @ 11:59 PM: Final Group Project and Individual Reflection Due in Blackboard for all Groups

The course schedule, policies, procedures, and assignments in this course are subject to change in the event of extenuating circumstances, by mutual agreement, and/or to ensure better learning.