

Business Analytics BSMG6220

Course Outline – Online

Description:

Everyday, both professionally and personally, we are presented with a wide range of financial and non financial business information. In this course we will learn techniques and approaches that will let us integrate what we know, identify what we need to know and then make recommendations on how to best move forward.

The course will integrate three main areas:

- Financial Analytics
- Excel Analytics
- Business Analytics

Course Goals: To develop a skill set that will allow participants to:

1. Identify the issues and opportunities
2. Do the appropriate analysis
3. Make recommendations/tell the story

There are many individuals who can do one or two of these steps and goal is by the end of the course that everyone will be able to do all three.

Course Objectives: At the completion of this course, the student will be able to:

- Explain the three main financial statements – Income Statement, Balance Sheet, and Cash Flow statement and how they relate to each other
- Perform financial ratio analysis and identify meaningful trends
- Break out specific elements of the statements to identify opportunities and/or areas of concern
- Use some of the more advanced features and functions of Excel to do a deeper dive into the data
- Apply financial and Excel analytics to complete sophisticated business analytics with a wide range of data
- Effectively present the findings and recommendations

Text: TBD

Evaluation: This is a graded course where a complete or incomplete will be issued. To receive a completion for this course, a student must:

- Participate in at least 5 online discussions in the OWL course site (forums). Participation can include posting new ideas, articles, and questions. It can also include responding to other posts (but needs to help move the discussion forward and be more than just “I agree” or “Me too” posts!)
- Submit a one-page summary of your proposed analytics project
- Complete a midcourse online assignment
- Prepare a capstone analytics project and video presentation.
Note that the capstone project and video presentation will only be seen and marked by me.

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Policy on Cheating and Academic Misconduct:

Academic honesty is a cornerstone of conduct at Western University. We cannot have freedom of expression without integrity. Students are responsible for understanding the nature of and avoiding the occurrence of plagiarism and other academic offences; please refer to the section on "Scholastic Offences" in the current University Academic Calendar, or on the web at <http://www.westerncalendar.uwo.ca>. Such offences include plagiarism, cheating on an examination, submitting false or fraudulent assignments or credentials, impersonating a candidate, or submitting for credit in any course any academic work for which credit has previously been obtained or is being sought in another course in this University or elsewhere (without the knowledge and approval of the instructor to whom the work is submitted). Students enrolled in non-degree courses are expected to abide by the University's code of conduct.

Code of Student Conduct:

The purpose of the Code of Student Conduct is to define the general standard of conduct expected of students registered at Western University, provide examples of behaviour that constitutes a breach of this standard of conduct, provide examples of sanctions that may be imposed, and set out the disciplinary procedures that the University will follow. For the complete Code of Student Conduct: <http://www.uwo.ca/univsec/pdf/board/code.pdf>.

Plagiarism:

All required papers may be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All papers submitted will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between Western University and Turnitin.com (<http://www.turnitin.com>).

How often will the instructor communicate with me?

My goal will be to respond to any questions, comments or concerns you may have within 24 hours.

Policy on Late Assignments:

It is expected that the assignments, forum posts and the capstone report and presentation will be submitted on time. Any capstone report and presentation received after the due date will not be accepted and a grade of zero will be assigned unless previous arrangements have been made between the instructor and you.

How do I hand in assignments?

All assignments will be submitted electronically through OWL using the assignment tool. Failure to meet deadlines without the instructor's written permission will be subject to the late assignment policy. It is the student's responsibility to ensure that all assignments forwarded to the instructor arrive before the due date. If you experience difficulty in submitting assignments through OWL, you are responsible for contacting the instructor.

When will I receive my grades?

Final grades will be available 2 weeks after the last scheduled day of the course. A grade report can be printed from myWCS.

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Western Digital Badge

If you have met the course requirements for this Western approved micro-credential, you will receive an email from MyCreds to claim your digital badge. Badges are embedded with data that verifies your skills and achievements. Share them with your employer, on LinkedIn and other social media sites.

Course Schedule:

Week 1 – Financial Analytics

- Overview of the main financial statements – Income Statement, Balance Sheet, Cash Flow Statement
- Review of other material available to assess and better understand the statements

Week 2 – Financial Analytics (continued)

- Ratio Analysis – Understanding trends and identifying opportunities and/or areas of concern
- Looking in more detail at the statements of different companies to better understand their business models – that is, how they make their money
- Presenting and discussing the recommendations based upon our analysis during our live weekly class

Week 3 – Financial Analytics (continued)

- Examination of different types of financial decisions
- Assessing and integrating non financial information when making business decisions
- Presenting and discussing the recommendations based upon our analysis during our live weekly class

Week 4 – Excel Analytics

- Become familiar with two key skills when working with Excel
 - How to move through a spreadsheet
 - How to select data within a spreadsheet
- Work through a range of examples using some of Excel's advanced features and functions
- Presenting and discussing the recommendations based upon our analysis during our live weekly class

Week 5 – Excel Analytics (continued)

- Continue working through a range of examples using Excel's advanced features and functions
- Presenting and discussing the recommendations based upon our analysis during our live weekly class

Week 6 – Excel Analytics (continued)

- Continue working through a range of examples using Excel's advanced features and functions
- Presenting and discussing the recommendations based upon our analysis during our live weekly class

Week 7 – Business Analytics

- Analyzing and working through the issues and opportunities with a detailed Excel dataset
- Presenting and discussing the recommendations based upon our analysis during our live weekly class

Week 8 – Business Analytics (continued)

- Analyzing and working through the issues and opportunities with a detailed Excel dataset
- Presenting and discussing the recommendations based upon our analysis during our live weekly class

Week 9 – Business Analytics (continued)

This course outline is a sample only and is subject to change.

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- Analyzing and working through the issues and opportunities with a detailed Excel dataset
- Presenting and discussing the recommendations based upon our analysis during our live weekly class

Week 10 – Business Analytics (continued)

- Analyzing and working through the issues and opportunities with a detailed Excel dataset
- Presenting and discussing the recommendations based upon our analysis during our live weekly class