## Course Description (from CCSU Catalog):

BUS 542 - Web Analytics  
Prerequisite: BUS 538 or permission of MBA director.  
Exploring key concepts and best practices of web analysis. Using web analytic tools and techniques to learn how web analytics can drive higher profits, improve customer experience, and create measurable value for businesses.

## Course Objectives & Learning Goals: At the end of this course, students will be able to:

1. Gain a solid understanding of web analytics.
2. Construct business analytics models for web data analysis.
3. Acquire hands-on experiences on computer applications for web analytics.
4. Interpret the results on web analytics.
5. Identify the importance of web analytics in business

## MBA Program Learning Goals | Learning Objectives
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**Thinking Skills**  
MBA graduates use thinking skills and knowledge of business theory and practice to make effective decisions. | TS 1: MBA students will gather, analyze, and synthesize relevant data and information in order to solve problems and arrive at appropriate decisions.

**Communication Skills**  
MBA graduates exercise effective written and oral communication skills. | CS 1: MBA students will prepare and deliver an effective business document.  
CS 2: MBA students will prepare and deliver an effective business presentation.

**Leadership Skills**  
MBA graduates demonstrate leadership skills appropriate for a variety of business contexts. | LS 1: MBA students will evaluate how leadership traits and behaviors affect key stakeholders.

**Specialized Knowledge**  
MBA graduates demonstrate competence in the core curriculum’s shared areas of business knowledge - lean management, business intelligence, and globalization. | SK 1: MBA students will utilize quantitative analysis methods to identify salient information and trends in data.  
SK 2: MBA students will analyze the impact of organizational decisions on stakeholders.
## Instructor Information:

C. Christopher Lee, PhD  
Professor & MBA Program Director  
Dept. of Management & Organization

## Class Information:

- **Optional Online Meeting** via Microsoft Teams at 7:20 to 8:30 pm, Tuesday & Thursday  
- August 27 to December 15, 2020  
- The meetings will be recorded, and the video will be posted on Blackboard.

## Contact Information:

Office: RVAC 434  
Email: [christopher.lee@ccsu.edu](mailto:christopher.lee@ccsu.edu)  
Phone: (860) 832-3288

## Office Hours:

- Tuesday, Wednesday & Thursday, 5 to 7 pm upon appointment:  
  Please schedule an appointment at: [https://outlook.office365.com/owa/calendar/CentralConnecticutStateUniversity4@my.ccsu.edu/bookings/](https://outlook.office365.com/owa/calendar/CentralConnecticutStateUniversity4@my.ccsu.edu/bookings/)  
- Without appointment, you simply can call me at 860-832-3288 or place a “call” via Microsoft Teams.

## COURSE MATERIALS: Recommended Textbooks:

- **Advanced and Multivariate Statistical Methods: Practical Application and Interpretation 6th Edition**  
  - Author: Craig A. Mertler, Rachel Vannatta Reinhart  
  - ISBN: 978-1138289734  
  - Publisher: Routledge  
  - At Amazon.com:  
    - eBook Rent - $36.19  
    - Paperback Rent - $45.04

- **Discovering Statistics Using IBM SPSS Statistics**  
  - Author: Andy Field  
  - ISBN: 978-1526-436566  
  - Publisher: Sage  
  - At Amazon.com:  

- **Marketing Analytics: Data-Driven Techniques with Microsoft Excel | Edition: 1**  
  - Author: Wayne L. Winston  
  - ISBN: 9781118373439  
  - Publication Date: 01/13/2014  
  - Publisher: Wiley

- **Statistics in Plain English, 4th Edition**  
  - This textbook is for reviewing the introductory statistics.  
  - Author: Timothy C. Urdan  
  - Publisher: Routledge

- **Google Analytics Breakthrough: From Zero to Business Impact**
• Additional reading materials & lecture materials will be posted on BlackBoard Learn https://ccsu.blackboard.com/

• If there is any technical difficulty in using BlackBoard Learn, contact directly CCSU Help Desk at (860) 832-1720 or techsupport@ccsu.edu

ASSESSMENT
• Participation: Participation gives you the opportunity to demonstrate that you completed and understood the assigned reading. Attendance, class discussion & presentation count for participation.
• Homework: Homework assignments give you the opportunity to practice your (1) computer skills, (2) problem-solving & analytical skills, and (3) writing skills in a low-pressure environment. You will experience real world business applications of web analytics via group projects.
• Exams: Quizzes may be assigned to you at the instructor’s discretion. Always be prepared for class. Tests may include mid-term exam & final exam.

<table>
<thead>
<tr>
<th>Assessment</th>
<th>Remarks</th>
<th>Points*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participation</td>
<td>Attendance, Class Discussion, etc.</td>
<td>200*</td>
</tr>
<tr>
<td>Assignments</td>
<td>Homework, Project, etc.</td>
<td>600*</td>
</tr>
<tr>
<td>Exams</td>
<td>Quizzes &amp; Tests</td>
<td>200*</td>
</tr>
<tr>
<td>Total</td>
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<td>1000*</td>
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</table>

*Note: The assessment points are tentative and are subject to change at the instructor’s discretion. Such changes will reflect automatically in BlackBoard as the class proceeds. Refer to the total points & percentage in BlackBoard Grade Center (My Grade).

<table>
<thead>
<tr>
<th>Percentage*</th>
<th>CCSU Letter Grade*</th>
<th>CCSU Letter Grade*</th>
</tr>
</thead>
<tbody>
<tr>
<td>94 - 100%</td>
<td>A</td>
<td>74 - 76.9%</td>
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<tr>
<td>90 - 93.9%</td>
<td>A-</td>
<td>70 - 73.9%</td>
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<tr>
<td>87 - 89.9%</td>
<td>B+</td>
<td>67 - 69.9%</td>
</tr>
<tr>
<td>84 - 86.9%</td>
<td>B</td>
<td>64 - 66.9%</td>
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<tr>
<td>80 - 83.9%</td>
<td>B-</td>
<td>60 - 63.9%</td>
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<tr>
<td>77 – 79.9%</td>
<td>C+</td>
<td>≤ 59.9%</td>
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*Note: This grade schema is in compliance with CCSU Catalog.
COURSE POLICIES

• **Presentation:**
  o Each student will make a presentation of the class project via Microsoft Teams at the end of class.
  o The presentation will be shared via Microsoft Teams.
  o One of the best ways to learn about how to deliver polished presentations is to learn from others’ mistakes and successes. In addition, students in this class should demonstrate support and respect for one another by giving constructive feedback to each other.

• **Reading Assignments**
  o Our success as a class depends on everyone’s willingness to read materials **before** coming to class. Students are expected to read the materials so that we can use class time to focus on discussion and class exercises.

• **Communication with Instructor**
  o Students can contact the instructor via phone or e-mail.
  o E-mail communication will be more effective than phone call.
  o Please expect an e-mail reply within 2 days.
  o However, I may not respond until Monday if you email me during the weekend.

• **Late and Missed Work**
  o Late work will **NOT** be accepted because it is unfair to your classmates.
  o What if a university-sanctioned event causes you to be unable to turn in an assignment? Notify me in advance, and have appropriate documentation or I will not accept the work.
  o What if a major illness causes you to be unable to turn in an assignment? The illness must be documented with a doctor’s notes, and you must notify me about the illness as soon as possible or I will not accept the work.

• **Academic Integrity**
  o Violation of academic integrity demonstrates a lack of professionalism and has devastating consequences. **An environment that fosters true learning requires mutual respect and trust among faculty and students.** When someone violates that trust, it ruins that person’s reputation and damages our university’s reputation.
  o The Student Code of Conduct is available at: [http://web.ccsu.edu/studentconduct/codeofconduct.asp](http://web.ccsu.edu/studentconduct/codeofconduct.asp)
  o The CCSU honor code for Academic Integrity is in effect in this class. Refer to: [http://www.ccsu.edu/page.cfm?p=6756](http://www.ccsu.edu/page.cfm?p=6756).
  o As this policy clearly states, **plagiarism** and other forms of cheating are forbidden.
  o All writing and other creative work you submit in this class must be your own.
  o You will be punished justly if you use any author’s phrasings or ideas without citation.
  o If I suspect that you violated academic integrity (e.g., cheating, plagiarism, or the like), you will **NOT** be provided the opportunity to re-do the work.
  o If you are uncertain, or have any questions, about what constitutes plagiarism, please ask me, and I will help you.
Statement on Discrimination and Harassment
Central Connecticut State University strives to maintain our campus as a place of work and study for faculty, staff, and students that is free of all forms of prohibited discrimination and harassment based upon age; ancestry, color; gender identity and expression; intellectual disability; learning disability; mental disorder; physical disability; marital status, national origin; race; religious creed; sex, (including pregnancy, transgender status, sexual harassment and sexual assault); sexual orientation; or any other status protected by federal or state laws. Any student who has concerns about should contact the Office of Diversity and Equity (ODE) at 860-832-1652, Student Affairs at 860-832-1601, or his/her faculty member. The ODE is located on the main floor of Davidson Hall, room 102.

Sexual Misconduct, Intimate Partner Violence and Stalking
Central Connecticut State University (CCSU) will not tolerate sexual misconduct against students, staff, faculty, or visitors in any form, including but not limited to: sexual assault, sexual exploitation, sexual harassment or stalking, as defined in CCSU policies. For additional information, please consult the CCSU policy at http://www.ccsu.edu/diversity/policies/BORSexualMisconductFeb2015.pdf. All faculty members and staff have a duty to report incidents of sexual harassment including sexual misconduct, intimate partner violence and stalking to Rosa Rodriguez, Title IX Officer, Office of Diversity and Equity, Davidson Hall, 102.

- To file a report contact: Diversity and Equity (860-832-1652), Student Conduct (860-832-1667) or Student Affairs (860-832-1601).
- For criminal complaints, contact the University Police (860-832-2375).
- For support and advocacy contact: Office of Victim Advocacy at 860-832-3795 or sarahdodd@ccsu.edu; Student Wellness Services at 860-832-1945 (confidential); Women’s Center at 860-832-1655; the local YWCA’s Sexual Assault Crisis Services Hotline at 860-223-1787 (confidential) and Prudence Crandall Center for Domestic Violence (confidential) at 888-774-2900 (24-hour hotline).

Wellness Services
The CCSU Student Wellness Center provides a range of mental health, medical, and wellness education services to enrolled CCSU students. Services are free and confidential. Although students can call for an appointment any time there is a need, you are encouraged to seek counseling and health-related services before emotional, interpersonal, behavioral, and/or medical concerns begin to interfere with your well-being or academic success. To make an appointment, please call 860-832-1926 or stop by the Student Wellness Center located in Willard-DiLoreto Hall, W101.
**Tentative Schedule***

<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td>1</td>
<td>Overview</td>
<td>Handouts</td>
<td>Web Analytics - Introduction</td>
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<tr>
<td></td>
<td>Descriptive Analytics</td>
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<tr>
<td>2</td>
<td>T-Test Model</td>
<td>Handouts</td>
<td>Web Analytics Practices</td>
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<tr>
<td></td>
<td>ANOVA Model</td>
<td>Chapter 4</td>
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<td>3</td>
<td>Correlation Model</td>
<td>Chapter 7</td>
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<td>Simple Regression Model</td>
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<td>4</td>
<td>Regression Model - Best-fit Model</td>
<td>Chapter 7</td>
<td>Web Analytics Measurements</td>
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<tr>
<td>5</td>
<td>Regression Model - Outlier</td>
<td>Chapter 7</td>
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<tr>
<td>6</td>
<td>Regression Model - Multicollinearity</td>
<td>Handouts</td>
<td>Web Analytics Measurements</td>
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<tr>
<td>7</td>
<td>Regression Model - Lag Effect</td>
<td>Handouts</td>
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<tr>
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<td>Survey Data and Reliability Analysis</td>
<td>Handouts</td>
<td>Web Data Analysis</td>
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<td>8</td>
<td>Discriminant Model</td>
<td>Chapter 10</td>
<td>Web Conversion</td>
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<td>9</td>
<td>Discriminant Model (continued)</td>
<td>Chapter 10</td>
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<td>10</td>
<td>Logistic Regression Model</td>
<td>Chapter 11</td>
<td>Web Optimization</td>
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<td>11</td>
<td>Logistic Regression (continued)</td>
<td>Chapter 11</td>
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<td>12</td>
<td>Cluster Analysis</td>
<td>Handouts</td>
<td>Web Analytics Implementation</td>
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<tr>
<td>13</td>
<td>Non-parametric Models</td>
<td>Handouts</td>
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<td>Overfitting Issue in Big Data</td>
<td>Handouts</td>
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<tr>
<td>14</td>
<td>Factor Analysis</td>
<td>Chapter 9</td>
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<tr>
<td>15</td>
<td>Internet &amp; Social Marketing</td>
<td>Handouts</td>
<td>Web Analytics - Present &amp; Future</td>
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<tr>
<td>16</td>
<td>Project Presentation</td>
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<tr>
<td>17</td>
<td>Final Exam</td>
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*The tentative schedule is subject to change at the instructor’s discretion.

**Additional readings and materials will be assigned every class. Please refer to Blackboard.