BUS 542-2OL (CRN 50622), Web Analytics [Summer 2, 2020]

Course Description (from CCSU Catalog):
BUS 542 - Web Analytics
Prerequisite: BUS 583 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

<table>
<thead>
<tr>
<th>MBA Program Learning Goals</th>
<th>Learning Objectives</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thinking Skills</td>
<td>TS 1: MBA students will gather, analyze, and synthesize relevant data and information in order to solve problems and arrive at appropriate decisions.</td>
</tr>
<tr>
<td>Communication Skills</td>
<td>CS 1: MBA students will prepare and deliver an effective business document.</td>
</tr>
<tr>
<td>Leadership Skills</td>
<td>CS 2: MBA students will prepare and deliver an effective business presentation.</td>
</tr>
<tr>
<td>Specialized Knowledge</td>
<td>LS 1: MBA students will evaluate how leadership traits and behaviors affect key stakeholders.</td>
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<tr>
<td></td>
<td>SK 1: MBA students will utilize quantitative analysis methods to identify salient information and trends in data.</td>
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<tr>
<td></td>
<td>SK 2: MBA students will analyze the impact of organizational decisions on stakeholders.</td>
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</tbody>
</table>
### Instructor Information:

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

### Class Information:

- **Optional Online Meeting** via Microsoft Teams  
  at 6 to 8 pm, Mondays & Wednesdays  
- June 29 to July 29, 2020  
- The meeting will be recorded, and the video will posted on Blackboard.

### Contact Information:

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

### Office Hours:

- Monday to Thursday, 2 to 6 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**  
  - Author: Feras Alhlou, Shiraz Asif, & Eric Fettman  
  - ISBN: 978-1-119-14401-4  
  - Publisher: Wiley

- 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>
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</thead>
<tbody>
<tr>
<td>Participation</td>
<td>Attendance, Class Discussion, etc.</td>
<td>200*</td>
</tr>
<tr>
<td>Homework</td>
<td>To be assigned</td>
<td>600*</td>
</tr>
<tr>
<td>Exams</td>
<td>Quizzes &amp; Tests</td>
<td>200*</td>
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<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>
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</thead>
<tbody>
<tr>
<td>74 - 76.9%</td>
<td>C</td>
<td>74 - 76.9%</td>
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<tr>
<td>70 - 73.9%</td>
<td>C-</td>
<td>70 - 73.9%</td>
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<tr>
<td>67 - 69.9%</td>
<td>D+</td>
<td>67 - 69.9%</td>
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<tr>
<td>64 - 66.9%</td>
<td>D</td>
<td>64 - 66.9%</td>
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<tr>
<td>60 - 63.9%</td>
<td>D-</td>
<td>60 - 63.9%</td>
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<tr>
<td>≤ 59.9%</td>
<td>F</td>
<td>≤ 59.9%</td>
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*Note: This grade schema is in compliance with CCSU Catalog.
COURSE POLICIES

- **Presentation:**
  - Each student will make a presentation of the class project via Microsoft Teams at the end of class.
  - The presentation will be shared via Microsoft Teams.
  - 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**
  - 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**
  - Students can contact the instructor via phone or e-mail.
  - E-mail communication will be more effective than phone call.
  - Please expect an e-mail reply within 2 days.
  - However, I may not respond until Monday if you email me during the weekend.

- **Late and Missed Work**
  - Late work will **NOT** be accepted because it is unfair to your classmates.
  - 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.
  - 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**
  - 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.
  - The Student Code of Conduct is available at: [http://web.ccsu.edu/studentconduct/codeofconduct.asp](http://web.ccsu.edu/studentconduct/codeofconduct.asp)
  - 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).
  - As this policy clearly states, plagiarism and other forms of cheating are forbidden.
  - All writing and other creative work you submit in this class must be your own.
  - You will be punished justly if you use any author’s phrasings or ideas without citation.
  - 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.
  - If you are uncertain, or have any questions, about what constitutes plagiarism, please ask me, and I will help you.

- **Students with Disabilities:**
Please contact me privately to discuss your specific needs if you believe you need course accommodations based on the impact of a disability, medical condition, or if you have emergency medical information to share.

I will need a copy of the accommodation letter from Student Disability Services in order to arrange your class accommodations.

Contact Student Disability Services Office if you are not already registered with them. Student Disability Services maintains the confidential documentation of your disability and assists you in coordinating reasonable accommodations with your faculty.

- **Tentative Schedule**

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<tr>
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<tbody>
<tr>
<td>Week 1</td>
<td>Web Analytics - Introduction</td>
<td>Overview</td>
<td>Handouts</td>
<td>To be assigned</td>
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<td></td>
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<td>Descriptive Analytics</td>
<td>Handouts</td>
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<td>T-Test Model</td>
<td>Handouts</td>
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<td>ANOVA Model</td>
<td>Chapter 4</td>
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<td>Correlation Model</td>
<td>Chapter 7</td>
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<td>Regression Model</td>
<td>Chapter 7</td>
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<tr>
<td>Week 2</td>
<td>Web Analytics Practices</td>
<td>Regression Model (continued)</td>
<td>Chapter 7</td>
<td>To be assigned</td>
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<td></td>
<td>Web Analytics Measurements</td>
<td>Outlier</td>
<td>Handouts</td>
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<td>Multicollinearity</td>
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<tr>
<td>Week 3</td>
<td>Web Analytics Measurements</td>
<td>Regression Model (continued)</td>
<td>Handouts</td>
<td>To be assigned</td>
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<td></td>
<td>Web Data Analysis</td>
<td>Reliability Analysis</td>
<td>Handouts</td>
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<td>Factor Analysis</td>
<td>Chapter 9</td>
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<tr>
<td>Week 4</td>
<td>Web Conversion</td>
<td>Discriminant Model</td>
<td>Chapter 10</td>
<td>To be assigned</td>
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<td></td>
<td>Web Optimization</td>
<td>Logistic Regression Model</td>
<td>Chapter 11</td>
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<tr>
<td>Week 5</td>
<td>Web Analytics Implementation</td>
<td>Cluster Analysis</td>
<td>Handouts</td>
<td>To be assigned</td>
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<tr>
<td></td>
<td>Present &amp; Future</td>
<td>Non-parametric Models</td>
<td>Handouts</td>
<td></td>
</tr>
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<td></td>
<td></td>
<td>Internet &amp; Social Marketing</td>
<td>Handouts</td>
<td></td>
</tr>
</tbody>
</table>

Project Presentation & Final Exam

*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.