SYLLABUS

BUS 542-HY1 (CRN 12671), Web Analytics [Fall 2019]

Instructor Information:

C. Christopher Lee, PhD
MBA Program Director & Associate Professor of Operations Management & Business Analytics,
Department of Management & Organization

Class Information:

- Building: Vance Academic Center (RVAC)
- Classroom: RVAC 006
- Class Time:
  - On ground (50%): Fri. 5:55 - 7:10 pm
  - Online (50%)
  - August 30 – December 13, 2019

Contact Information:

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

Office Hours:

- Monday: 5 to 7 pm
- Tuesday: 5 to 7 pm
- Thursday: 5 to 7 pm
- Friday: 3 to 5 pm
- and other times are available upon request. Please schedule an appointment at: https://chrisleeccsu.youcanbook.me/

Course Description (from CCSU Catalog):

BUS 542 - Web Analytics
Prerequisite: Admission to MBA program 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/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.
COURSE MATERIALS:

- Recommended Textbooks:
  
  o 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: [link]
      - eBook Rent - $38.51
      - Paperback Rent - $31.96

  o Discovering Statistics Using IBM SPSS Statistics
    - Author: Andy Field
    - ISBN: 978-1526-436566
    - Publisher: Sage
    - At Amazon.com: [link]
      - eBook - $56
      - Paperback Rent - $22.47

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

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

  o 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 [link] / 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 & Group Project**: 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>100*</td>
</tr>
<tr>
<td>Homework &amp; Group Projects</td>
<td>To be assigned</td>
<td>300*</td>
</tr>
<tr>
<td>Exams</td>
<td>Quizzes &amp; Tests</td>
<td>100*</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>500*</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>
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<tbody>
<tr>
<td>94 - 100%</td>
<td>A</td>
</tr>
<tr>
<td>90 - 93.9%</td>
<td>A-</td>
</tr>
<tr>
<td>87 - 89.9%</td>
<td>B+</td>
</tr>
<tr>
<td>84 - 86.9%</td>
<td>B</td>
</tr>
<tr>
<td>80 - 83.9%</td>
<td>B-</td>
</tr>
<tr>
<td>77 – 79.9%</td>
<td>C+</td>
</tr>
<tr>
<td>74 - 76.9%</td>
<td>C</td>
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<tr>
<td>70 - 73.9%</td>
<td>C-</td>
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<tr>
<td>67 - 69.9%</td>
<td>D+</td>
</tr>
<tr>
<td>64 - 66.9%</td>
<td>D</td>
</tr>
<tr>
<td>60 - 63.9%</td>
<td>D-</td>
</tr>
<tr>
<td>≤ 59.9%</td>
<td>F</td>
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</tbody>
</table>

*Note: This grade schema is in compliance with CCSU Catalog.

COURSE POLICIES

- **Class Attendance**
  o Research clearly demonstrates that class attendance is important to your success as a student. You may miss up to three classes without penalty.
  o If you miss more than three classes, each absence will result in a penalty of one-third of a letter grade (e.g., A to A-). The maximum penalty you can earn is two letter grades (e.g., A to C).

- **Presentation Day Attendance**
  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 attending each other’s presentations.
  o Therefore, you are expected to be in class when your classmates’ deliver their presentations.
  o You must deliver all of your individual and group presentations. If you fail to attend class on one of your presentation days, you will receive a grade of F for the course.

- **Reading Assignments**
  o Our success as a class depends on everyone’s willingness to read materials before coming to class.
I presume you have read the material 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, and you must notify me about the illness as soon as possible or I will not accept the work.

- **Classroom Civility & Technology Use**
  - Please avoid behaviors that make it difficult to accomplish our mutual objectives.
  - Please silence your wireless noise-making devices before entering the classroom.
  - In addition, use of wireless devices is prohibited because it is distracting and unprofessional.
  - A violation (e.g., texting during class) of this policy results in a **deduction** in your final grade for each occurrence. There are no warnings.
  - As a courtesy to your classmates, please turn off all computers during presentations.
  - Students who use computers or text during lecture & student presentations will receive both a **deduction in your final grade and a grade of zero** on that presentation assignment.

- **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***

<table>
<thead>
<tr>
<th>Class</th>
<th>Web Analytics Concepts*</th>
<th>Business Analytics Lab*</th>
<th>Readings, Test &amp; Discussion**</th>
<th>Group Project</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 1 &amp; 2</td>
<td>Web Analytics - Introduction</td>
<td>Overview</td>
<td>To be assigned</td>
<td>Forming a group</td>
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<td>Correlation Model</td>
<td>To be assigned</td>
<td>Topic selection</td>
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<td></td>
<td>Regression Model</td>
<td>To be assigned</td>
<td>Annotated literature review</td>
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<tr>
<td>Week 3, 4</td>
<td>Web Analytics Practices</td>
<td>Regression Model (continued)</td>
<td>To be assigned</td>
<td>Hypothesis Development; Section 1 - Introduction &amp; Section 2 - Literature Review</td>
</tr>
<tr>
<td>Week 5, 6</td>
<td>Web Analytics Measurements</td>
<td>Reliability Analysis</td>
<td>To be assigned</td>
<td>Survey instrument development (optional)</td>
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<td>Factor Analysis</td>
<td>To be assigned</td>
<td>Section 3 – Methodology</td>
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<tr>
<td>Week 7, 8</td>
<td>Web Data Analysis</td>
<td>Logistic Regression Model</td>
<td>To be assigned</td>
<td>Data collection &amp; data analysis</td>
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<td></td>
<td>Data Analysis (continued)</td>
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<tr>
<td>Week 9, 10</td>
<td>Web Conversion</td>
<td>Discriminant Model</td>
<td>To be assigned</td>
<td>Section 4 - Results</td>
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<tr>
<td>Week 11, 12</td>
<td>Web Optimization</td>
<td>Descriptive Analytics</td>
<td>To be assigned</td>
<td>Section 5 - Discussion</td>
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<td>T-Test Model</td>
<td>To be assigned</td>
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<td>ANOVA Model</td>
<td>To be assigned</td>
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<td>Week 13, 14</td>
<td>Web Analytics Implementation</td>
<td>Cluster Model</td>
<td>To be assigned</td>
<td>Section 6 - Conclusion</td>
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<td></td>
<td>Non-parametric Models</td>
<td>To be assigned</td>
<td>Revision, Abstract, References</td>
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<tr>
<td>Week 15</td>
<td>Web Analytics - Present &amp; Future</td>
<td>Internet &amp; Social Marketing</td>
<td>To be assigned</td>
<td>PowerPoint slides &amp; poster</td>
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<td>Issues in Big Data Analytics</td>
<td>To be assigned</td>
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<tr>
<td>Week 16</td>
<td>Final Exam</td>
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<td>Group Presentation</td>
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</tbody>
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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.
Group Project

- Data analysis
- Research project

- We will write 6 sections as follows:

  1. Introduction
  2. Literature Review
  3. Methodology
  4. Results
  5. Discussion
  6. Conclusion

- A template for each section is posted on Blackboard. Go to “Group Project” on top left menu.

- We will hold a group presentation session at the end of this semester.